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Los Angeles Times

Annual MIDWINTER Number

Part I December 28, 1926 Price 15 cents

The PACIFIC ERA

*The voice of hospitality from Southern California*

# Los Angeles Times

## Annual MIDWINTER Number

*Published for 41 years by The Times-Mirror Co.*

6 Parts — December 28, 1926 — Price 15 cents

FOR forty-one years the annual Midwinter Number of the Los Angeles Times has chronicled for its readers in all portions of the world the activities, achievements and ambitions of the great Southwest. When the first issue was published Los Angeles had a population of 30,000 and other portions of Southern California were sparsely settled. Each year since that time there have been growth and progress and each year the vision and ambitions of the people have grown. The Midwinter Number has been a milestone of progress, each issue showing the advancement of the preceding year, until, long ago, it came to be recognized as a Southern California institution, the annual message of the people to friends in other States and in other countries, a holiday expression of hospitality.

Early issues of the Midwinter Number told of opportunities here, recounted the growth and to some extent forecast future growth and activities. Some of these forecasts or prophecies were questioned by some Californians as being too optimistic. But the facts as revealed by actual happenings prove that in every case, without exception, the forecasts of the Midwinter were justified by actual realization. Statements that were extravagant when they were made were far short of what actually happened, to such an extent has this community outgrown even the predictions of its most optimistic and far-sighted citizens.



In this, the forty-second issue of the Midwinter Number, every effort has been made to present the significant and tremendously important position which the Pacific Coast of the United States holds in world affairs. In the following pages, in picture and text, are presented facts to measure the achievements and present greatness of these western communities, the measure in which they have and the part they will be called upon to play as the great Pacific era further unfolds and develops. The Midwinter Number can no longer present as it used to do in its early years all the developments of its community, for that would require an edition of prohibitive size, for it must be remembered that the first issues of the Midwinter Number of Los Angeles has grown 4000 per cent and its wealth have multiplied in about the same ratio. The publications that follow can present only the highlights of this great development in picture and story.

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*Three Rotogravure Sections*
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The strategic position [illegible] Angeles in the new [illegible] progress on the Pac[illegible] here graphically pre[illegible] by Charles H. Owe[illegible] The Times staff.

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# On the Threshold of a New World Era—




*The strategic position of Los Angeles in the new era of progress on the Pacific is here graphically presented by Charles H. Owens of The Times staff.*

THE WORLD has fully entered upon the Pacific era and here on the western coast of America is the theater of a present and future development that ls the attention of economists everywhere and chal- es the interest of red-blooded men who seek to partici- e in great onward movements. Facts and figures, as as the conclusions that must be drawn from the y of world development, show that the present era orld progress is centered on the Pacific Coast and also te that the coming development is likely to over- w in magnitude and importance those that have e before since the beginning of recorded history

Although rich in raw materials, in climate and soil, r and power opportunities, the Pacific Coast of a few des ago was sparsely settled. It had neither the men the money to do more than scratch the surface of its development opportunities. San Francisco was the of the coast cities to assume national prominence and s fame spread around the world it helped to attract ttention of pioneers and forward-looking settlers. San ncisco has continued to grow in population, wealth and ry and is in a position to play its part in the great ific era which will not only enable the coast region to el to mighty proportions, but will require the re- rces and energy of all the people of the West.

Seattle, Portland and San Diego have grown and ex- al and inland centers have progressed as the fertility great valleys has brought about a period of soil pro- unmatched in the world's history.

By far the greatest strides of all have been made by Los Angeles, the metropolis of the Pacific Coast. Los Angeles, with more than a million population, has gained proportionately with its growth in number of inhabitants, in financial resources and other equipment to enable it to do its part in the gigantic program of Pacific development which is now under way and gathering momentum every year.

The early colonization of America was largely made possible by men and money provided by the city of London, which during that period had a population much smaller and financial strength much less than Los Angeles of

# In a Land Endowed for Human Progress—Rich i

## Free from extreme temperatures that slow up commerce and reduce production, facing the Pacific, Southern California, with ideal working conditions, meets its favored destiny.



today. London's population was 152,478 in 1595, 224,276 in 1605, 273,207 in 1622 and 460,000 in 1661. It is interesting to note that two centuries after London had been able to play so important a part in the great Atlantic era and the colonization of America, Los Angeles was an obscure and virtually unknown pueblo with a population of but 1500 in 1847. The Los Angeles of today has a record of population growth and development which far surpasses any period of London's growth.

World economists have observed and commented upon the western trend of world development. The Mediterranean era was great, but it was confined to comparatively small portions of the world's area. The Atlantic era overshadowed it in magnitude and scope because it had the stimulus and trade opportunities afforded by the amazing growth of America.

### *Pioneering Spirit of the West*

With the eastern communities of the United States established, the pioneering spirit that is inherent in men continued to follow the western trend. What is now termed the Middle West was populated and developed and the migration continued farther west to the shores of the Pacific. Here in the past few decades humanity has been massing in ever-increasing numbers. Great enterprises are yet to be launched. Development work on a gigantic scale is yet to be done, yet the pioneering stage may be regarded as past.

The Pacific Coast, in spite of its youth, is a solid, established community, able not only to develop itself but to furnish the men, materials and money to back up the surge of massed humanity, across the Pacific Ocean to build up a greater trade and a greater development than any of the eras that have preceded the Pacific.

The Atlantic era may have reached its peak. Be that as it may, the available facts and figures show that the Pacific era is surging upward tremendously. All the lands beyond the Pacific are looking to America for wares and barter. Two-thirds of the world's population live on the shores of this expansive sea, whose long lanes of intercourse bring together the reawakening Old East and the dynamic New West.

The Pacific Coast is not only the focal point with respect to oriental trade development, but also shares heavily in the increasing activity north and south and in Atlantic trade also. Los Angeles transacts an immense shipping business through the Panama Canal. But it is the trans-Pacific movement that seems most significant in connection with the general development of this western coast.

The business of the United States with Asia alone in the twelve months equaled America's total world trade of 1900. The heavy shift of commerce to these waters is well illustrated by official statistics furnished Col. Carmi A. Thompson, President Coolidge's special observer in the Philippines last summer.

Col. Thompson's figures reveal that the international Asiatic Coast trade doubled between 1913 and 1922, increasing from $4,000,000,000 to $8,000,000,000, and that, whereas the trade of the United States with the entire world went up 100 per cent between 1913 and 1925, our trade with Asia grew 300 per cent in the same period. Philippine foreign trade increased about 500 per cent in the past twenty years and was nearly $300,000,000 in 1926. More than 66 per cent, or nearly $200,000,000, was with the United States proper.

Just beyond our own Alaska, with its billions of tons of coal and other natural wealth untold scarcely touched, lie Siberia and Kamchatka, their amazing dormant resources beckoning to us for exploitation. In the opposite direction Mexico and South America are just opening up treasures of the soil and the mines. Toward the setting sun China, Australia, Japan and scores of other countries are looking to us to swing more swiftly back and forth the pendulum of trade across the [illegible]

The Pacific era brings [illegible] the globe into the field of activity [illegible] Pacific Coast and much [illegible] energy and resources of [illegible] Los Angeles has broken all [illegible] of growth because men have [illegible] tracted here by so many potent [illegible] Climate, soil, fertility, opportunity [illegible] drawn them here in great numbers. [illegible] cultural atmosphere has attracted [illegible] wealth, leisure and refinement, [illegible] have helped to bring into being a [illegible] center that is already making [illegible] in the realm of music, art, literature [illegible] science. This phase of the growth [illegible] Angeles is tremendously important [illegible] this great Pacific era, now under [illegible] were to be wholly materialistic, it [illegible] fail. It seems that, as the Pacific [illegible] destined to eclipse all other eras [illegible] magnitude of trade and development [illegible] too, will the cultural advancement [illegible] cend even those of ancient Athens, [illegible] and Carthage. One is impressed [illegible] ing of the magnificent buildings of [illegible] olden cities in the height of their [illegible] but in the beautiful homes and [illegible] tural designs of the residences of [illegible] ern California alone one may see [illegible] greater magnificence and a [illegible] value far in excess of all the [illegible] those old-time centers. Truly, the [illegible] alistic and spiritual, or cultural [illegible] marching side by side in this vast [illegible] movement of world progress.

### *A City of Free Industry*

Industrially, Los Angeles is [illegible] American city where the open [illegible] steadfastly maintained and labor [illegible] tal are allies co-operating for the [illegible] and efficiency of both and for the [illegible] good. Here arrogant walking [illegible] trades unions dictate neither to [illegible] worker nor to the employer, who [illegible] rectly with each other on the [illegible] grounds of fair play and true [illegible]

This happy condition of [illegible] dom has been and is one of the [illegible] factors making for the [illegible] ward march and supremacy of [illegible] tropolis. It is a strong reason why [illegible] try here has gained 264 per cent in [illegible] years and 5800 plants this year [illegible] manufactured products [illegible] $1,275,000,000. These concerns employ [illegible] 200,000 persons and pay yearly [illegible] approximating $325,000,000. Raw [illegible] practically unlimited in variety and [illegible] tity are easily available when [illegible]

## 1926 PROPERTY VALUES, INDEBTEDNESS AND TAX RATES OF CALIFORNIA COUNTIES

*Compiled by State Controller Riley, Sacramento*

| Counties. | Classification | No. Acres of Land Assessed | Value of Real Estate | Value of Improvements on Real Estate | Value of Personal Property | Money and Solvent Credits | Value of Nonoperative Property | Value of Property Assessed on Operative Roll | Total Value of Property as Returned by County Auditors | Value of Railroads as Assessed by Board of Equalization | Total of All Property | Funded Debt | Floating Debt with Estimated Interest |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Alameda | 3d Class | 457,477 | $178,890,745 | $138,194,225 | $59,406,228 | $1,253,530 | $377,743,858 | $45,775,761 | $423,519,599 | $9,836,355 | $433,045,954 | $2,677,000.00 | $635,354.70 |
| Alpine | 58th " | 80,138 | 583,110 | 112,215 | 57,761 | ..... | 733,086 | 176,636 | 909,722 | ..... | 909,722 | ..... | 7,889.38 |
| Amador | 45th " | 307,230 | 3,902,515 | 1,895,365 | 864,792 | 1,376 | 6,665,048 | 891,445 | 7,556,493 | 450,184 | 7,706,677 | ..... | ..... |
| Butte | 22d " | 916,883 | 24,165,640 | 7,440,420 | 4,892,410 | 795 | 36,499,275 | 2,957,300 | 39,456,575 | 5,804,897 | 45,231,472 | 1,230,000.00 | ..... |
| Calaveras | 49th " | 539,858 | 4,438,004 | 1,449,810 | 959,745 | 90 | 7,047,649 | 617,230 | 7,664,879 | 1,233,186 | 8,898,065 | ..... | ..... |
| Colusa | 42d " | 630,965 | 16,004,345 | 3,222,550 | 3,154,985 | 97,695 | 22,419,565 | 490,995 | 22,910,560 | 4,190,365 | 27,100,925 | $745,000.00 | ..... |
| Contra Costa | 19th " | 459,200 | 33,203,615 | 31,345,740 | 26,866,480 | 2,895 | 90,438,530 | 4,732,840 | 95,171,370 | 7,869,564 | 103,040,934 | 2,061,000.00 | ..... |
| Del Norte | 54th " | 220,597 | 8,933,383 | 880,935 | 705,580 | 1,873 | 10,520,975 | 82,700 | 10,603,575 | ..... | 10,603,575 | 170,000.00 | ..... |
| El Dorado | 48th " | 676,303 | 7,231,900 | 1,214,585 | 1,325,400 | 1,700 | 10,462,400 | 977,000 | 11,382,380 | 1,491,424 | 12,873,804 | 60,000.00 | ..... |
| Fresno | 4th " | 2,178,000 | 95,000,265 | 43,484,017 | 21,736,133 | 297,918 | 160,558,333 | 21,921,980 | 182,480,313 | 10,177,555 | 192,657,868 | 4,350,000.00 | ..... |
| Glenn | 38th " | 662,032 | 17,884,910 | 2,882,146 | 3,065,031 | 7,000 | 23,480,071 | 646,888 | 24,127,959 | 4,473,039 | 28,612,998 | 975,000.00 | ..... |
| Humboldt | 30th " | 1,702,470 | 33,346,826 | 7,787,150 | 8,536,999 | 109,288 | 51,999,240 | 1,082,941 | 53,082,201 | 3,585,724 | 56,617,925 | ..... | ..... |
| Imperial | 17th " | 1,191,827 | 28,805,287 | 7,230,886 | 7,873,267 | ..... | 43,909,830 | 3,837,676 | 47,837,496 | 5,910,114 | 53,747,610 | 1,777,500.00 | 42,871.25 |
| Inyo | 47th " | 278,914 | 7,282,380 | 2,709,207 | 1,295,606 | ..... | 11,347,195 | 1,541,955 | 12,889,150 | 6,071,587 | 18,760,737 | ..... | ..... |
| Kern | 12th " | 4,216,135 | 115,415,772 | 20,350,932 | 33,438,061 | 139,905 | 169,334,670 | 15,515,570 | 184,850,240 | 16,819,523 | 201,669,763 | 1,580,000.00 | ..... |
| Kings | 29th " | 852,548 | 17,275,685 | 4,312,945 | 2,831,902 | 16,180 | 24,436,452 | 669,537 | 25,105,989 | 4,267,716 | 29,373,705 | 375,000.00 | ..... |
| Lake | 51st " | 349,899 | 6,085,205 | 1,781,400 | 764,180 | 5,450 | 8,646,245 | 39,630 | 8,685,845 | ..... | 8,685,845 | 7,500.00 | ..... |
| Lassen | 44th " | 1,051,096 | 8,293,852 | 2,089,945 | 3,850,517 | ..... | 14,194,004 | 271,787 | 14,265,881 | 4,182,257 | 18,448,138 | 97,100.00 | ..... |
| Los Angeles | 1st " | 1,940,138 | 1,304,333,160 | 720,678,855 | 301,536,740 | 27,197,000 | 2,072,150,725 | 341,168,580 | 3,013,299,305 | 94,188,102 | 3,047,487,407 | 6,855,000.00 | 3,000,000.00 |
| Madera | 37th " | 662,320 | 17,784,960 | 2,610,840 | 2,167,900 | 9,395 | 22,546,215 | 2,013,679 | 25,559,894 | 3,439,814 | 28,999,708 | ..... | ..... |
| Marin | 25th " | 209,620 | 15,149,515 | 8,701,075 | 2,443,715 | 205,595 | 26,497,900 | 1,939,770 | 27,900,970 | 2,540,608 | 30,341,578 | 1,250,000.00 | ..... |
| Mariposa | 53d " | 419,212 | 3,101,651 | 582,380 | 982,186 | 7,187 | 4,683,304 | 84,197 | 4,767,501 | 1,347,625 | 6,085,306 | ..... | ..... |
| Mendocino | 26th " | 1,807,873 | 17,582,350 | 3,680,800 | 4,436,296 | 39,849 | 25,741,297 | 1,549,087 | 27,290,384 | 3,630,256 | 30,920,640 | 32,800.00 | 9,371.17 |
| Merced | 27th " | 1,190,600 | 30,702,900 | 5,618,365 | 5,419,640 | 11,314 | 31,751,819 | 730,595 | 32,491,214 | 6,845,219 | 39,336,433 | 1,148,000.00 | ..... |
| Modoc | 52d " | 783,768 | 5,115,845 | 1,156,830 | 1,480,417 | 28,479 | 7,781,061 | 349,410 | 8,130,471 | 180,809 | 8,311,280 | 360,000.00 | ..... |
| Mono | 57th " | 178,489 | 2,087,930 | 436,705 | 408,980 | 4,360 | 2,937,055 | 1,617,710 | 4,344,765 | 1,304,964 | 5,649,729 | ..... | ..... |
| Monterey | 34th " | 1,552,655 | 27,207,330 | 8,740,125 | 5,935,795 | ..... | 41,883,250 | 1,329,360 | 43,212,610 | 7,548,738 | 50,761,348 | ..... | ..... |
| Napa | 31st " | 416,390 | 12,077,140 | 6,724,855 | 2,234,200 | ..... | 23,136,195 | 688,814 | 23,824,808 | 3,837,439 | 28,362,248 | 480,000.00 | ..... |
| Nevada | 39th " | 468,402 | 7,261,735 | 2,396,985 | 1,256,790 | 46,780 | 6,941,890 | 1,307,581 | 8,249,271 | 1,434,342 | 9,683,613 | ..... | ..... |
| Orange | 10th " | 410,000 | 100,340,065 | 34,880,080 | 17,167,915 | 214,390 | 132,611,450 | 16,265,090 | 168,876,540 | 8,859,774 | 177,736,314 | 1,138 000.00 | ..... |
| Placer | 23d " | 653,476 | 10,315,310 | 6,748,670 | 1,165,445 | 26,645 | 18,255,970 | 1,780,981 | 20,036,951 | 3,378,457 | 23,415,588 | ..... | ..... |
| Plumas | 50th " | 342,081 | 3,386,117 | 1,111,190 | 3,096,235 | 3,360 | 12,541,902 | 5,605,180 | 18,147,082 | 3,887,051 | 21,034,733 | 75,100.00 | ..... |
| Riverside | 15th " | 1,830,431 | 27,095,570 | 16,785,170 | 4,697,170 | 117,390 | 48,633,250 | 4,401,750 | 53,035,250 | 12,631,806 | 65,666,943 | 1,250,000.00 | ..... |
| Sacramento | 7th " | 585,654 | 70,676,670 | 44,036,260 | 14,295,740 | 408,150 | 129,416,920 | 21,491,350 | 150,908,270 | 7,177,796 | 158,086,066 | 7,419,000.00 | 48,156.60 |
| San Benito | 43d " | 696,278 | 8,318,695 | 3,063,990 | 2,161,070 | 12,745 | 13,546,440 | 618,215 | 14,164,655 | 1,110,744 | 15,272,399 | 160,000.00 | ..... |
| San Bernardino | 9th " | 2,654,054 | 38,893,450 | 35,059,130 | 8,327,034 | 74,980 | 72,154,574 | 13,918,970 | 86,073,544 | 29,750,364 | 115,823,908 | 1,995,000.00 | 88,240.00 |
| San Diego | 5th " | 1,215,980 | 63,729,408 | 25,210,615 | 14,206,904 | 303,452 | 103,450,380 | 15,943,180 | 119,393,560 | 4,124,396 | 123,516,956 | 2,687,000.00 | ..... |
| San Francisco | 2nd " | 29,760 | 338,355,630 | 298,390,808 | 106,570,196 | 15,366,470 | 756,583,094 | 225,306,327 | 981,889,421 | 670,601 | 982,560,022 | 60,932,800.00 | ..... |
| San Joaquin | 8th " | 962,638 | 61,979,290 | 29,604,085 | 12,331,070 | 285,850 | 104,200,245 | 7,434,147 | 111,634,392 | 9,999,313 | 121,633,705 | 1,150,000.00 | ..... |
| San Luis Obispo | 20th " | 1,795,942 | 20,309,573 | 5,760,060 | 7,593,202 | 70,620 | 33,733,457 | 1,110,625 | 34,844,082 | 4,234,896 | 39,078,780 | 1,308,000.00 | ..... |
| San Mateo | 21st " | 303,384 | 25,155,265 | 15,253,960 | 3,073,095 | 458,563 | 43,940,883 | 2,135,457 | 46,076,342 | 2,093,987 | 48,109,329 | 1,030,000.00 | 2,681.60 |
| Santa Barbara | 18th " | 1,052,492 | 20,420,220 | 18,709,235 | 12,977,085 | 1,267,570 | 64,054,990 | 3,586,135 | 67,643,125 | 6,984,802 | 74,627,787 | 900,000.00 | ..... |
| Santa Clara | 6th " | 956,117 | 58,498,975 | 42,466,970 | 11,452,975 | 427,455 | 110,716,675 | 10,175,555 | 120,891,090 | 5,416,807 | 126,307,897 | 210,000.00 | ..... |
| Santa Cruz | 26th " | 235,154 | 12,834,240 | 7,765,720 | 2,433,935 | 71,945 | 22,905,840 | 1,343,770 | 24,249,610 | 2,905,123 | 29,854,733 | 762,000.00 | 1,500.00 |
| Shasta | 35th " | 1,541,948 | 9,900,245 | 3,721,180 | 2,580,485 | 6,640 | 15,208,550 | 6,647,160 | 21,855,710 | 3,966,646 | 25,822,356 | ..... | ..... |
| Sierra | 56th " | 332,928 | 1,879,305 | 506,230 | 427,900 | ..... | 2,813,435 | 93,250 | 2,906,685 | 306,358 | 3,202,043 | ..... | ..... |
| Siskiyou | 33d " | 1,922,235 | 13,260,976 | 3,857,730 | 4,157,440 | ..... | 21,486,025 | 2,220,840 | 23,676,865 | 6,327,636 | 30,004,501 | ..... | ..... |
| Solano | 19th " | 515,860 | 17,360,045 | 8,922,230 | 4,085,416 | 15,109 | 30,990,900 | 2,247,266 | 33,238,166 | 4,862,689 | 38,100,855 | 90,000.00 | ..... |
| Sonoma | 24th " | 997,336 | 34,886,120 | 13,455,440 | 5,030,735 | 97,815 | 43,470,110 | 2,171,242 | 45,641,352 | 5,682,408 | 51,323,760 | 1,442,000.00 | ..... |
| Stanislaus | 16th " | 870,500 | 32,466,565 | 14,334,060 | 7,491,135 | 85,985 | 54,407,685 | 3,245,990 | 57,651,675 | 5,660,476 | 63,311,551 | 1,294,000.00 | ..... |
| Sutter | 41st " | 374,513 | 12,903,085 | 3,811,790 | 2,169,095 | 240 | 18,084,190 | 504,408 | 18,588,598 | 4,234,950 | 22,813,548 | 780,500.00 | ..... |
| Tehama | 36th " | 1,445,408 | 13,366,258 | 3,065,350 | 2,813,415 | 41,190 | 19,286,150 | 1,045,695 | 20,331,745 | 2,691,811 | 23,023,556 | 892,000.00 | 18,200.00 |
| Trinity | 55th " | 608,504 | 2,078,220 | 299,125 | 404,080 | 2,810 | 3,384,235 | 70,895 | 3,455,130 | 360,096 | 3,815,166 | ..... | ..... |
| Tulare | 11th " | 1,446,803 | 41,218,801 | 19,404,270 | 7,731,055 | 12,110 | 68,366,236 | 8,968,410 | 77,322,356 | 12,576,178 | 89,898,573 | 1,925,000.00 | ..... |
| Tuolumne | 40th " | 481,000 | 5,080,349 | 2,061,040 | 1,031,294 | ..... | 8,792,804 | 2,914,500 | 11,708,194 | 611,830 | 12,317,944 | ..... | ..... |
| Ventura | 32d " | 597,454 | 49,264,290 | 11,966,725 | 5,139,952 | 73,450 | 66,571,418 | 4,187,680 | 70,759,098 | 6,136,654 | 76,895,752 | 1,508,000.00 | ..... |
| Yolo | 28th " | 597,916 | 18,180,945 | 5,057,490 | 4,189,999 | ..... | 27,427,804 | 1,250,183 | 28,677,987 | 5,660,676 | 34,338,663 | 1,264,000.00 | 234,000.00 |
| Yuba | 40th " | 366,538 | 9,025,825 | 4,539,910 | 2,419,570 | 37,240 | 16,702,445 | 1,500,440 | 18,202,885 | 2,311,800 | 20,514,685 | ..... | ..... |
| Totals | ..... | 5,157,1[illegible] | $5,397,968,339 | $1,715,189,269 | $974,017,781 | $29,409,646 | $8,019,579,035 | $621,609,417 | $8,641,348,452 | $233,909,523 | $7,164,457,975 | $131,285,500.00 | $3,779,[illegible] |

## Vast Depos

WITH nearly a million ton
and steel now consume
Pacific Coast, Southern C
the development of its vast
Two hundred million tons
ore has been found availa
mile radius of Los Angeles
amount can be obtained i
California and Mexico. The
deposits are 60,000,000
Mountain in Riverside cou
from Los Angeles on the S
20,000,000 tons at Cave
miles east of Los Angeles on
Railroad; 10,000,000 tons of
grade hematite ore at Kelso, 2
of Los Angeles.
A recent report before the Amer
of Mining Engineers stat
iron can be produced at Los A
less than $14 a ton, while Penns
iron shipped via the Panama
must be put down in this market
$19 a ton.
Other ingredients necessary for t
Chief of steel are lime and cokin
Angeles deposits of lime are availa
railroad entering Los Angeles
of from twenty to 150 miles
Orange's kiln, 109 miles distant
Fe, and many others could
Angeles blast furnaces at a

# Progress—Rich in the Raw Materials of Wealth—

*By Sidney Norman*

**The greatest, most diversified mineral-producing area in the world, containing one-fourth of the world's supply of oil, the Southwest has scarcely touched its resources.**

the pendulum of trade across the Pacific
The Pacific era brings more than h
the globe into the field of activity of t
Pacific Coast and much devolves on t
energy and resources of coast cente
Los Angeles has broken all world reco
of growth because men have been
tracted here by so many potent reaso
Climate, soil, fertility, opportunity ha
drawn them here in great numbers. T
cultural atmosphere has attracted man
wealth, leisure and refinement, and th
have helped to bring into being a cultu
center that is already making itself f
in the realm of music, art, literature a
science. This phase of the growth of
Angeles is tremendously important, for
this great Pacific era, now under w
were to be wholly materialistic, it wo
fail. It seems that, as the Pacific era
destined to eclipse all other eras in
magnitude of trade and development,
too, will the cultural advancement tra
cend even those of ancient Athens, Ro
and Carthage. One is impressed in re
ing of the magnificent buildings of th
olden cities in the height of their gl
but in the beautiful homes and archi
tural designs of the residences of fo
ern California alone one may see c
greater magnificence and a mosaic
value far in excess of all the buildings
those old-time centers. Truly, the mat
erialistic and spiritual, or cultural,
marching side by side in this vast cr
movement of world progress.

### A City of Free Industries

Industrially, Los Angeles is a
American city where the open sho
steadfastly maintained and labor and
tal are allies co-operating for the wel
and efficiency of both and for the ge
good. Here arrogant walking delegate
trades unions dictate neither to
worker nor to the employer, who de
rectly with each other on the com
grounds of fair play and true democr
This happy condition of industrial
dom has been and is one of the p
factors making for the magnificen
ward march and supremacy of
tropolis. It is a strong reason why
try here has gained 304 per cent in
years and 5800 plants this year turne
manufactured products worth
$1,275,000,000. These concerns employ
200,000 persons and pay yearly wa
approximating $325,000,000. Raw mat
practically unlimited in variety and
dity are easily available when needed

By Sidney Norman

HE WHO would paint in true colors the future of the mineral industry of the Southwest must mix his pig- in the light of an intimate knowl- of the past quarter century of west development. One who has lived in center of the vast empire of the Pa favored in greater degree than any other similar area in the world, and watched the growth of a city that has al been the envy and despair of all other communities in this country, may with the colors of his experience paint a picture envisioning a densely populated area stretching from the Canadian to the Mexican border and supporting the happ and most materially prosperous peo on this globe. Towns and villages of today will be cities of tomorrow; cities of today will, in comparison, be as inconse quential villages. That is inevitable. It is the only possible end to the great west ern movement created by the call of '49, and later identified by the era of railroad construction that opened up a new world of surpassing beauty and material happi ness to draw its countless thousands from the ends of the earth.

Only those whose daily touch is with the mineral industry can visualize what the great transformation will mean. A glance backward over the years since this country became the greatest mineral-pro ducing area in the world reveals such an array of startling facts that the question is not how shall we meet the demand for metals and minerals, not how shall they be marketed.

### 42% of the World's Copper

Take copper as an example. In 1870 the output of the United States established a record with just over 14,000 tons. Last year the output was 854,000 tons, or sixty- times what it was fifty-six years ago. This year Arizona alone, responsible for 42 per cent of the domestic supply, pro duced 363,000 tons, or twenty-six times as much as was accredited to the whole United States in 1870.

The history of lead is a repetition of that of copper. In 1870 we produced a total of 17,330 tons. Ten years later the output had grown to 98,000 tons, in 1890 to 160,000 tons, in 1900 to 270,000 tons, in 1910 to 378,000 tons, and in 1920 to 476,349 tons. Last year lead derived from United States and Mexican mines, smelted in this country and, therefore, marketed here, had reached 771,000 tons. This year produc tion is running at the rate of over 807,000 tons. In other words, production has in creased nearly forty-five times since 1870.

Zinc has lagged in the march of progress. In 1873 domestic production was 3,243 tons. Last year it reached nearly 300,000 tons, multiplying over eighty-one times in fifty-six years. This year the total will be even greater.

Of these metals, with gold and silver,




*While 83 per cent of America's copper ore is now refined in Baltimore, economies of transportation will eventually force refineries nearer the source of supply. The locations of the principal copper mines of the Southwest producing 42 per cent of the domestic ore are indicated on the map by number: (1) International Smelting Company and Old Dominion Copper Company; (2) United Verde Copper Company (shown in the photograph above) and United Verde Extension Mining Company, (3) Southwest Metals Company; (4) Phelps Dodge Corporation; (5) Chino Copper Company; (6) Ray Consolidated Copper Company; (7) Magma Copper Company; (8) New Cornelia Copper Company; (9) American Smelting and Refining Company; (10) Phelps Dodge Corporation and Calumet & Arizona Copper Company; (11) Montezuma Copper Company; (12) Cananea Copper Company.*

are produced in quantity by the States of the Southwest and Old Mexico, where a large proportion of mining operations are financed by Los Angeles capital. As the world knows, California has led in gold production among all the States of the Union since the days of Marshall's discovery at Colima. Within a few miles of Los Angeles is one of the largest silver producers in the United States, ranking fifth in 1924 and ninth in 1925. Arizona's output runs over 7,000,000 ounces a year, and that of Nevada about the same.

These highlights of metal production impress upon one the tremendous increase in demand, and assure for the future further compound increase. There is some present surplus of copper, enough to affect price, but small enough to be wiped out in a few weeks when foreign demand goes back to normal. Of lead or zinc there is practically no surplus, and it may truthfully be said that the world is permanently short of both, particularly lead.

Briefly, this continent, and in fact the world, seem to be in sight of maximum production of all metals. Within a decade there must be a very material advance in prices unless sources of heavy supply are added to those that already exist. Copper, lead and zinc are the major metals of the vast territory adjacent to Los Angeles, and from this section, therefore, must come much of the greater supply to meet ever-increasing demand. That means intensive search and increasing call for capital with which to make mines out of prospects. In that work Los Angeles will find most profitable occupation. Its geographical position, added to ever-increasing population and wealth, make it the logical clearing-house and financial center of mines of all kinds east to Utah and south to Mazatlan.

### $5,000,000,000 in New Wealth

The mineral industry of California alone has produced five billion dollars in new wealth, including two billions in gold and over two billions from oil—the liquid gold so vital to commercial supremacy on land, on sea, and in the air above. Arizona's metallic production has reached two and a half billions of dollars, including five million tons of refined copper. Nevada's gold, copper, lead and silver mines have poured another billion and a half into mutual prosperity—a total of eight and a half billions for these three States alone. Add to that stupendous sum the wealth we have shared with Old Mexico, Idaho, Montana, New Mexico, Colorado, Oregon and Utah, and some adequate idea of the bearing of the mineral industry upon our present and future prosperity can be visualized even by those whose daily life is far removed from the most interesting of all human occupations—production of bright, new, shining wealth from the stores of generous nature.

Word pictures, however ably painted, must fail to portray the future if we shall take full advantage of the bounteous riches which are ours for the taking on every hand. The future lies in the work of each one of us, every one. Great cities, where work will be performed under conditions that transform it into pleasure; bounteous and certain harvests of great diversity; metals converted to ultimate use for transport to the eastern world from a harbor among the greatest human works of all time; and, above all, ever-increasing millions of a people far happier than the world has seen—that is a true picture of the near future in this, the most favored land of all time, as the star of world empire moves ever westward to its ultimate destiny on the Pacific Coast.

## Vast Deposits of Iron and Coal

WITH nearly a million tons of iron and steel now consumed on the Pacific Coast, Southern California the development of its vast iron de- Two hundred million tons of high- ore has been found available in a radius of Los Angeles and an equivalent can be obtained in Lower California and Mexico. The principal deposits are 60,000,000 tons at Mountain in Riverside county, 140 miles from Los Angeles on the Southern Pacific; 20,000,000 tons at Cave Canyon, 100 miles east of Los Angeles on the Salt Lake Railroad; 10,000,000 tons of Bessemer hematite ore at Kelso, 236 miles east of Los Angeles.

A recent report before the American Institute of Mining Engineers states that pig iron can be produced at Los Angeles harbor from $14 a ton, while Pennsylvania iron can be shipped via the Panama Canal and put down in this market for less than $14 a ton.

The ingredients necessary for the production of steel are lime and coking coal. Large deposits of lime are available on the coast entering Los Angeles a distance of from twenty to 150 miles. The Catalina Islands, 100 miles distant on the Pacific, and many others could supply the finest furnaces at as low a price as is being paid in eastern centers.

Over 100,000 tons of coke is now being consumed in Los Angeles at a cost of from $12.50 to $13 a ton at the harbor. This coke comes now from Utah, Colorado, the East Coast, England and Belgium. The building by the government of the Alaska Railroad into the Matanuska field will open that coal to Southern California. For future development the San Juan Basin spreading over the adjoining corners of Arizona, Colorado and Utah holds an ample deposit of coking coal awaiting transportation to supply the industries of the entire United States for 500 years.

## One-Fourth of the World's Oil

HAD California permitted her oil wells to function normally during 1926 she would have produced one-fourth of the world's output, which the American Petroleum Institute estimates at 1,030,000,000 barrels. California supplied 223,000,000 barrels, or 7,000,000 barrels less than her 1925 production, with from 50,000 to 75,000 barrels of potential daily production shut in the ground.

Although natural gas production declined during the year from 588,000,000 to 568,904,000 cubic feet per day, because of settling oil production in the big fields, the Ventura-avenue field quadrupled its gas output and is now yielding 150,000,000 cubic feet per day—approximately enough to supply the entire city of Los Angeles—under pinched-in conditions calculated to prevent wastage in the field.

With approximately thirty active oil fields, California discovered three new fields during the year—Poso Creek, West Huntington Beach and Seal Beach, at the same time opening up in the Ventura-avenue field the greatest petroleum treasury vault that the country has yet seen—a producing zone over 3000 feet thick.

Gas experts are of the opinion that at least 60,000,000 cubic feet of the daily natural gas production in the Ventura-avenue field are going to waste because facilities for removing the gasoline vapors and distributing the dry gas to consumers are not available. It is believed that the oil wells of this field could produce twice as much gas as they are now yielding, if the operating companies did not hold down both the oil and the gas output for the sake of prolonging the life of the field.

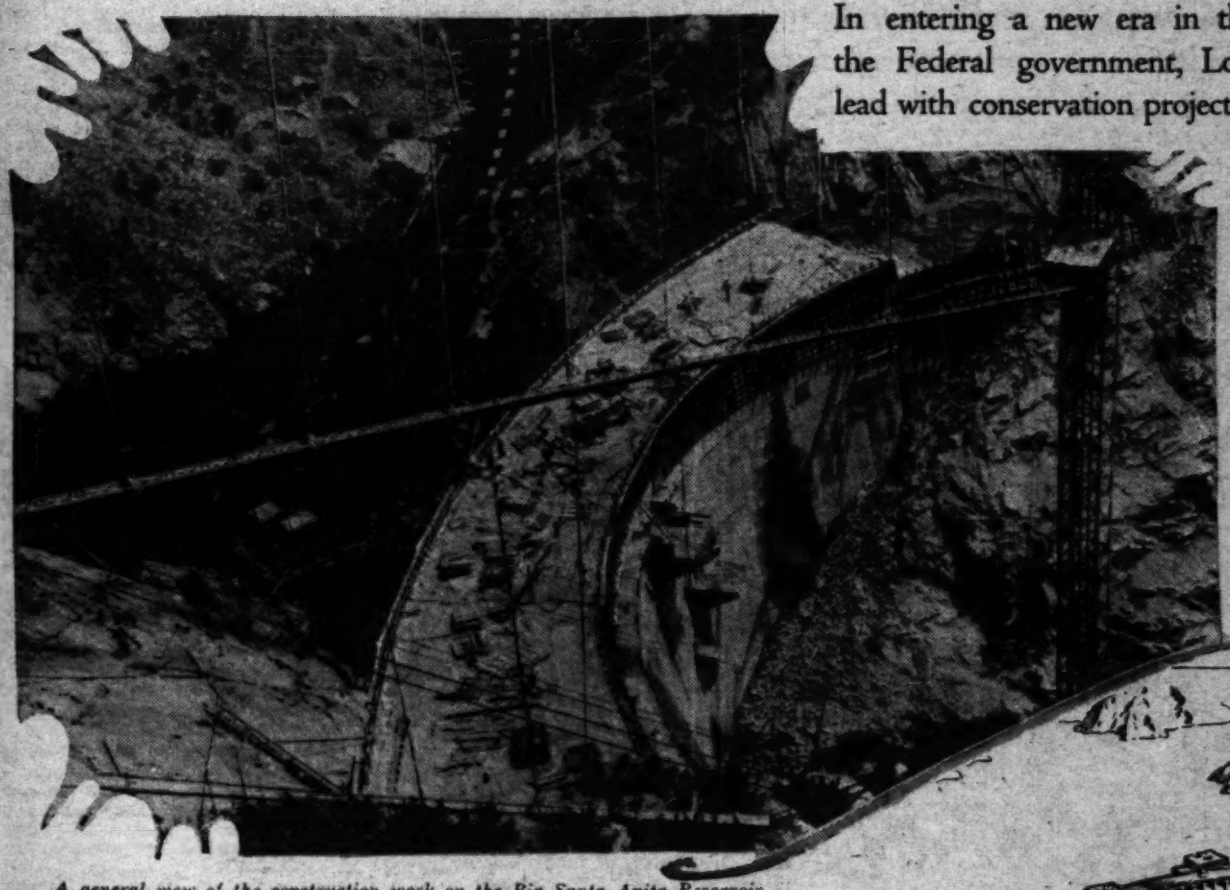
California's oil developments during 1926 did not reflect the slightest indication of oil and gas reserves in this State approaching the point of exhaustion. On the contrary, the discoveries which were made indicate that the visible supply will be generous and long-lived.

### Southern California Mineral Production by Counties

| COUNTY— | 1921 | 1923 | 1925 | 1924 |
|---|---|---|---|---|
| Imperial | $ 182,218 | $ 288,789 | $ 264,782 | $ 139,904 |
| Inyo | 1,440,218 | 2,127,661 | 2,645,561 | 2,110,078 |
| Kern | 106,946,933 | 62,561,002 | 41,012,435 | 74,164,651 |
| Kings | 5,722 | 4,000 | 1,500 | 725 |
| Los Angeles | 71,794,941 | 62,751,671 | 174,367,459 | 168,426,709 |
| Mono | 64,576 | 56,562 | 92,791 | 136,691 |
| Orange | 47,499,030 | 39,936,097 | 45,488,909 | 49,481,210 |
| Riverside | 4,582,598 | 3,249,917 | 7,092,863 | 5,508,244 |
| San Bernardino | 9,375,549 | 8,547,909 | 12,777,283 | 11,643,431 |
| San Diego | 691,293 | 686,697 | 821,790 | 1,013,119 |
| San Luis Obispo | 139,791 | 141,470 | 145,249 | 217,779 |
| Santa Barbara | 10,190,029 | 4,612,258 | 5,008,872 | 5,159,740 |
| Tulare | 552,284 | 271,845 | 486,569 | 498,674 |
| Ventura | 5,345,269 | 5,837,078 | 4,679,684 | 6,089,294 |
| Total | $213,439,592 | $196,061,234 | $296,543,799 | $324,673,150 |
| Total for State | $368,167,472 | $345,182,528 | $544,024,673 | $374,620,769 |
| Per cent of L. A. county to State total | 11.34% | 35.60% | 50.71% | 44.92% |

# Where Water is Harnessed to Human Needs—

## In entering a new era in the use of water fostered by the Federal government, Los Angeles county takes the lead with conservation projects costing forty million dollars.



*A general view of the construction work on the Big Santa Anita Reservoir.*

### By Herbert Hoover

EVERY drop of water that runs to the sea without yielding its full commercial returns to the nation is an economic loss, and that loss in all its economic implications can be computed in billions.

We have for a century and a half concentrated ourselves upon development of our land and our mineral resources; we have conserved our forests and developed our rail and highway transportation. Our government has done some effective work with water, but we have wasted vast sums of public money under political pressures; and we have now skimmed off the easy jobs. Today it is the major engineering jobs and the opportunity of great national design which lie before us.

### A New Era in the Use of Water

Almost unnoticed, the progress of science and engineering has revolutionized the possibilities of our water resources. Inventions in construction methods and tools enable us economically to deepen channels and safely to construct great dams. These advances, together with improvements in water craft, enable us to transform the local packet boat into transportation systems for great trains of barges and ocean-going vessels. The discoveries in transmission of electricity now enable distant waterpower to be brought to a market as a vital contribution to the cost of developments for other purposes. We have emerged from the long postponement of national construction imposed by the war and reconstruction; we have recovered so greatly in national wealth that we now have the capital to compass such projects as our expanding needs require and our undeveloped resources make possible.

All this has brought us to the threshold of a new era in utilization of these various resources of water where we must broaden our foresight and determine great policies and programs. The great policy we need adopt is a resolution of vigorous development. The program is a problem of each great drainage. We must no longer think in terms of single power sites or single storage dams or single land projects, or single navigation improvements; we must think (and thanks to science and engineering, we can think) in terms of the co-ordinated long-view development of each river system to its maximum utilization. We have also to face the regrettable fact that these great possibilities of development of water resources are fast drifting into the muck of litigation, political opposition and interstate quarrels, which could be solved by the determination of broad national programs. Many of the problems are interstate and can be solved by no single local effort.

If we study each of our great systems we shall find that their possibilities lie each in its own case either in navigation, flood control, reclamation, irrigation or electrical power. On some drainages all these uses are available, in others but part of them. But, in any event, each system must be considered as a whole and organized to the maximum results.

The actual structures required for development of water resources in every case consist primarily of dams, canals, locks or channels, and their implacement without regard to the ultimate full development of all possibilities of a drainage results only in incurable losses. Nor do we need complete and detailed engineering plans. What we do need is immediate determination of the broad objective and best development of every river, stream and lake in our country in order that we do not undertake or permit haphazard development, whether public or private, that will destroy the possibilities of their maximum future returns. And likewise we must determine what structures shall be undertaken at once.

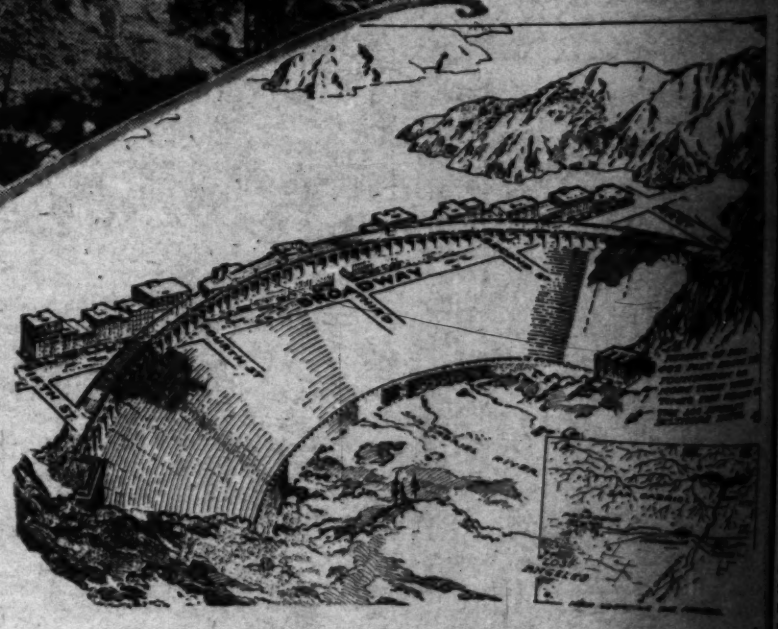
I am not proposing that all these things should be done tomorrow. At this moment we could not make economic use of the whole of this power or all this land, or all these inland waterways—but we will need the whole of it within half a generation. And at this moment we have the urgent need for beginning certain major projects which will in themselves require years for completion.

### The Colorado River

I know of no more perfect example of the need of determination of broad policies and of urgent execution of the first major engineering job than that furnished by the Colorado River. Here we have a great river whose basin lies in seven States, presenting the possibility that, given adequate storage of its enormous spring freshets, we could eventually add to our assets between 5,000,000 and 6,000,000 acres of irrigated land and 6,000,000 horsepower. This would be equivalent to the addition of a State to our Union almost as great as the State of Maryland. The Colorado River must also be the domestic water supply to many growing cities.

A multitude of problems present themselves at once in this river system. There is urgent need for immediate flood control to protect the already developed communities in Arizona and California. There is need to provide storage for expansion of irrigation. There must be a provision of adequate domestic water supplies to Southern California and cities in Colorado. There is need to determine that the works erected for these immediate purposes should be a part of the co-ordinated development of the entire river, and there must be a determination of the respective rights of different States in their participation in the benefits from the river.

There are great conflicts over these projects and problems and I do not propose to enter upon the details of this complex question beyond the affirmation that the first step in this program—a great dam at Boulder Canyon and subsidiary works—is clearly an urgent and immediate necessity. It is one of the major water developments before us. I believe that in this case the entire outlay can be recovered from the sale of power and water. Many other great steps will need to follow because there must be a score of great dams before the whole of the Colorado Basin is developed, and they may well require a whole generation for their completion. But, above all, there must be a full co-ordination of development, so that any part undertaken, whether by the government, by power companies, by




*A graphic picture of the San Gabriel Dam by Charles H. Owens of The Times staff.*

REALIZING the vital importance of water to Southern California, Los Angeles county has embarked upon an ambitious triple flood control, water conservation and irrigation program which will require more than forty million dollars. The San Gabriel Dam pictured above will cost more than $25,000,000, will be one of the largest dams of its type in the world and will impound more than [illegible] feet of water. Preliminary surveys have been made for this project and bids will be opened during November for the material to be used in the construction of the [illegible] road which it will be necessary to build to accomplish this project.

The Big Santa Anita reservoir, a $600,000 project, which will impound 1[illegible] feet of water, will be finished in two months. The Pacoima reservoir, costing [illegible] two millions in round numbers and holding 11,600 acre feet of water, is 9[illegible] cent completed and will be ready for use by another winter. The Puddingstone reservoir, to cost around a million and three quarters and to hold 20,000 acre feet, is [illegible] 30 per cent completed.

Big Tujunga reservoir, costing $1,600,000 and to hold 14,000 acre feet of water, has drilling tests now being made for the dam foundations.

Work on the spreading grounds and the Thompson Creek reservoir above Pomona is progressing, the dam being nearly 80 per cent completed. The Big Dalton reservoir, costing more than half a million and impounding 1200 acre feet is [illegible] per cent completed. Concrete was poured on October 25 for the Sawpit reservoir, a $[illegible] project, some work has been done on the Sierra Madre check-dam system and [illegible] work has been begun on the Eaton Canyon reservoir, a $600,000 project to hold 1033 acre feet.

Two sections of the Sycamore Canyon storm drain projects are complete, at a cost of $180,000; the wire-bound dams in Dunsmuir and other canyons are 35 per cent completed and work upon lower Ballona Creek is 90 per cent complete.

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December 28, 1926.]

# And

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California is ble
and desert for

By Ernest

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county northward to the
Fresno county the huge S
dominant feature. Fr
county on the southweste
and through Riverside, Sa
Inyo and Mono counti
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of a vast area of moun-
tain-bound ruggedness.
This area is inter-
spersed with fertile val-
leys, sea beaches,
groves of gigantic se-
quoias, deep-carved can-
yons, immense forests,

lakes, flashing mount
rivers, waterfalls and highl
spaces, the whole combi
the most stupendous and d
forms of outdoor beauty and
unfolded since creation's da
Southern California has m
and unique scenic attractions
which is worth a trip across t
to see. Among these are the
and Sequoia Park big trees, M
the Palisade Glacier, Death
Salton Sea, the Mojave Deser
the Islands of Santa Barbara,
the Thousand Palms, the Ri
Ridge Route, the Rim-
Inyo and the Cleveland, Sequo
and Santa Barbara national
Added to these, the High S
Sierras in Kern, Tulare, Inyo
Mono, the mountain scenery
Monica, Ventura, Santa Barbar
San Bernardino, Orange,
Los Angeles counties, an
transformation of what w
desert into the agricultural
rial county all combine to
with other sections of

### Recreation to Suit All

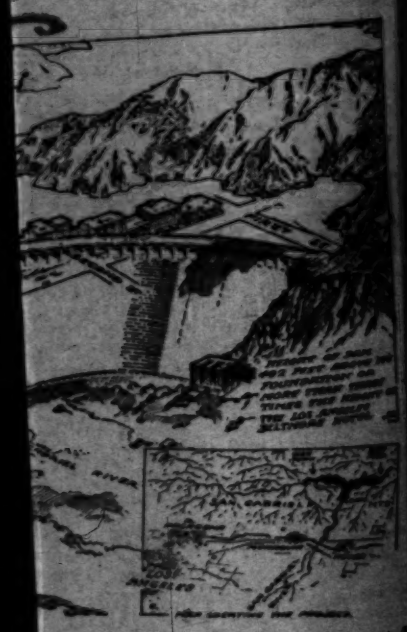
No matter what particular
tion and relaxation a
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California offer induce
which can neither be surp
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States and other countrie
these one or more ways,
latter mountain and a lar
extensive lakes or great
has no other single area
combines the variety and f
coral scenery and the unco
for out-of-door recreation
climate in which to enj
an interlocking highway
easy travel in all directi
typical cities and towns.
opportunities for sport of
Southern California coun
numberless. Shooting an
deep-sea and surf, str
sur.) golf, tennis, polo, a
boating, canoeing and moto
riding and "hiking" a
these recreations, while

# an Needs—

e use of water fostered by
Angeles county takes the
costing forty million dollars.

here must be a determination of the respective rights of different States in their participation in the benefits from the river.

There are great conflicts over these projects and problems and I do not propose to enter upon the details of this complex question beyond the affirmation that the first step in this program—a great dam at Boulder Canyon and subsidiary works—is clearly an urgent and immediate necessity. It is one of the major water developments before us. I believe that in this case the entire outlay can be recovered from the sale of power and water. Many other great steps will need to follow because there must be a score of great dams before the whole of the Colorado Basin is developed, and they may well require a whole generation for their completion. But, above all, there must be a full co-ordination of development, so that any part undertaken, whether by the government, by power companies, by the



*by Charles H. Owens of The Times staff.*

ter to Southern California, Los Angeles
us triple flood control, water conservation
require more than forty million dollars
ost more than $25,000,000, will be one
and will impound more than 240,000 acre
en made for this project and bids will
o be used in the construction of the rail
accomplish this project.
00 project, which will impound 1630 acre
ns. The Pacoima reservoir, costing nearly
11,600 acre feet of water, is 45 per
another winter. The Puddingstone reservoir
rters and to hold 20,000 acre feet, is about

00 and to hold 14,000 acre feet of water
dam foundations.
Thompson Creek reservoir above Pomona
cent completed. The Big Dalton reservoir
unding 1200 acre feet is 30 per cent complete
for the Sawpit reservoir, a $241,000 project
Madre check-dam system and preliminary
n reservoir, a $600,000 project impounding

storm drain projects are completed at
Dunsmuir and other canyons are 95 per
ona Creek is 90 per cent completed.

States, or by the municipalities, or
irrigation districts shall be part of a
plete scheme whose full realization
result in the maximum utilization of
river.

I could travel from river to river, point
ing out the need for comprehensive,
ordinated plans for all river and lake
tems and in many cases the need
immediate action.

We have been blessed by Providence
with resources in water greater than any
nation in the world. Through the science
of engineering science their possibilities
have become a reality, not a dream.



# And Playgrounds Conserve Human Energy—

**With only thirty-nine people to the square mile, Southern California is blessed with great open spaces in mountain and desert forming the world's greatest playgrounds.**

*By Ernest McGaffey*

TAKE the map of the fourteen southern counties of California and study its contour. From the southern border of San Diego and Imperial counties northward, the Coast range, embracing various mountain chains and peaks, extends to the northern confines of San Luis Obispo county. From Kern county northward to the north line of Mono county the huge Sierras are the dominant feature. From Imperial county on the southwesterly corner to Kern through Riverside, San Bernardino, Inyo and Mono counties, detached ranges and peaks complete the picture of the vast area of mountainous ruggedness.

This area is interspersed with fertile valleys, sea beaches, forests of gigantic sequoias, deep-carved canyons, immense forests,



*The State fish hatchery in Inyo County, one of several that keeps California's streams well stocked*

lakes, flashing mountain streams, waterfalls and highly colored deserts, the whole combining to form stupendous and dazzling panoramas of outdoor beauty and variety ever since creation's dawn.

Southern California has many unusual scenic attractions, any one of which is worth a trip across the continent to see. Among these are the Gen. Grant and Sequoia Park big trees, Mt. Whitney, Lassen Peak, Glacier, Death Valley, the Painted Desert, the Mojave Desert, the Channel Islands of Santa Barbara, Palm Canyon, Coachella Palms, the Rincon Drive, the Ridge Route, the Rim-of-the-World drive, the Cleveland, Sequoia, Angeles and Santa Barbara national forests. In addition to these, the High Sierra lakes region in Kern, Tulare, Inyo and Mono counties, the mountain scenery in San Luis Obispo, Ventura, Santa Barbara, San Diego, San Bernardino, Orange, Riverside and Los Angeles counties, and the mirage transformation of what was once an arid waste into the agricultural marvel of the century all combine to baffle comparison with other sections of America.



*A few hours' ride from the city any day in the year brings one into the delight of Nature's out-door playground.*

## ...tion to Suit All Tastes

...ter what particular form of ... and relaxation a man or a ... most, the counties of ... California offer inducements for ... can neither be surpassed nor ... anywhere in the world. ... and other countries may excel ... one or more ways, may point ... mountain and a larger river, ... lakes or greater water ... no other single area of similar ... the variety and fascination ... scenery and the unequaled at... for out-of-door recreation with an ... in which to enjoy them. ... interlocking highway system ... travel in all directions from ... cities and towns.

...ities for sport of all kinds ... California counties are ... Shooting and fishing ... and surf, stream and ... golf, tennis, polo, surf-bathing, canoeing and motorboating, ... and "hiking" are common recreations, while baseball and football can be played the year 'round. A number of flying fields are located in Southern California, and ice hockey on artificial ice is now a firmly established sport in Los Angeles. In the winter months, around the upper mountain lakes, skiing, snowshoeing and outdoor ice skating are enjoyed by hundreds of hardy devotees. There is not one single week in Southern California from one year's end to the other but what gives outdoor enthusiasts the pick of enjoyable pastimes.

## Unsurpassed Highway System

The climate makes motoring an easy and comfortable recreation for at least 350 days of each year. There are a few rainy days, and a few days when the traveling may be uncomfortably warm, but that is all. There is no snow except on the high mountain altitudes during December, January and February; no sleet, no blizzards, no disastrous storms, and no cyclones. Occasionally, rarely, a forest fire or cloudburst may delay the traveler, but these are of infrequent occurrence.

Over the four great transcontinental highways extending from the Atlantic to the Pacific, the Old Spanish Trail, the National Old Trails, the Lincoln Highway and the Yellowstone Trail, a constantly increasing volume of tourist travel comes every year to Southern California. Into these main arteries of travel from east to west flows an additional current of automobile traffic from the Atlantic Highway, the Dixie Highway, Jefferson Highway, King of Trails and other thoroughfares running north and south across the United States. Millions of dollars are being spent annually in the improvement and upkeep of these various avenues of travel, both by the United States government and by the States through which these transcontinental highways pass

The Southern California highways, 91 per cent of which are county roads of high-class construction, pierce to almost every nook and cranny of this wide-spreading region. Even in many of the wildest and most rugged parts of the country, high in the mountains, the motorist will find excellent roads and good hotels. If he prefers to camp out he will be able to select from a great variety of suitable camping spots; if he seeks the accommodations of an automobile camp he will come across them in every southern county.

On all of the principal highways of this district the Automobile Club of Southern California maintains a highway patrol fleet of sixteen light trucks, the services of which are free to all visiting motorists, the drivers not even being permitted to receive tips for the work they perform. Each truck is provided with a tow rope, first-aid kit, a set of repair tools, extra gas and oil, a fire extinguisher and a small supply of extra parts for standard makes of cars. Gas, oil and extra parts are furnished at cost to those in need, and repair service for half an hour is given free.

## Free Touring Information

The Touring Information Bureau of the Automobile Club of Southern California furnishes free to all visiting motorists maps and books covering all the transcontinental routes from the Atlantic to the Pacific, and booklets on the Pacific Highway, and the Arrowhead Trail from Salt Lake City to Los Angeles. It also gives out up-to-date and accurate road information concerning practically every highway in the United States, on request by mail or by personal inquiry at the club's offices at Los Angeles or at any one of its thirty-one branch offices in the southern counties of the State.

The outing bureau of the club has systematically and scientifically covered the entire field of sport on land and sea, and provides seasonal information to visiting motorists, together with accurate maps of the fish and game districts of the State, the location of the various golf clubs, a printed booklet of all the automobile camps in the State, and a free list of official hotels and garages.

## Great Variety of Fish and Game

Many of the delights of this far-flung playground for the sportsman are the outcome of the extensive work of the State Fish and Game Commission. In its various hatcheries it turns out every year over 32,000,000 baby trout to stock the mountain streams and lakes for the benefit of anglers. Recently it brought into Southern California from Washington 5500 pheasants to multiply and provide royal game fowl for the hunter, in addition to the peerless native valley quail. In its campaign to preserve the native deer it has exterminated hundreds of mountain lions and provided ample pasture lands.

To the people of Southern California the nearness and accessibility of this region of forest, foothills, sea beaches, mountains, lakes and rivers make it a treasure-trove of outdoor relaxation and pleasure whose value is incalculable. The safety valve of our overwrought civilization is not in medicines and nostrums, but in outdoor life. Nothing else is so superlatively helpful both to mind and body. Nothing else is so universal in its power to give keen physical enjoyment or to build up jangled nerves and tired bodies.

## Automobile Supremacy

*1926 registration of passenger cars showing the importance of Los Angeles county.*

| District— | No. Automobiles |
|---|---|
| The world | 20,799,181 |
| California | 1,283,941 |
| Los Angeles county | 811,295 |
| United Kingdom of Great Britain | 668,734 |
| Germany | 715,000 |
| France | 450,000 |
| Canada | 844,726 |
| Mexico | 31,579 |
| Australia | 243,655 |
| South America | 370,000 |

# Where Sun and Soil Make Farming Easy—

## Containing the first and second richest agricultural counties in the world, Southern California plans vast irrigation projects that will open thousands of new acres.

*By Harold M. Finley*

ONE thing that dawns on tourist and settler alike before he's been in Southern California very long is that this is the Pacific era in agriculture, as in industry, business, commerce, urban expansion and cultural development. While the total number of farms in the United States decreased 1 per cent from 1920 to 1925, the number of farms in California increased 10 per cent and that in the fourteen southern counties increased 19 per cent, according to that eminent and unbiased authority, Uncle Sam. In his 1920 census report he gave California thirteen of the first fifty counties of the United States for value of annual agricultural production, and of the thirteen eight are in Southern California. Los Angeles county, seat of the world's fastest growing city, and boasting an annual farm production worth nearly $86,000,000, headed the whole national list. Fresno, with $55,000,000 to its credit, was second. Later estimates by careful investigators put us in a still more enviable light, but the government statistics are calculated to convince the last unenlightened doubter that we haven't done so badly in making our "desert" bloom.

### *A Man-Made Water Supply*

We had to create our empire from almost nothing. The East's pioneers, with good soil and rain to water it, stuck in a plow and went at it. We had the soil and the climate of Paradise, but no dependable rainfall. We had to work out the greatest irrigation system known to man before we could even get going. But the world has never seen the equal of our agricultural progress in the comparatively short time since America began to take Southern California seriously as a place in which to live and make a living.

We never tried to set up a new Corn Belt. Once we got our bearings we realized how foolish it would be to waste a climate like ours growing the stuff all can grow. We have not overlooked the basic things like dairying and the growing of feeds (we have the biggest cow-testing association in the United States in Los Angeles county,) and we grow to perfection the common staples that we need. But ours is a specialty production—because of our favorable climatic situation, we produce high-priced crops that the rest of the country can't grow, luscious subtropical fruits and the like, and cash in on field stuff shipped when most of the States are snowed under. And from the beginning capable farmers from everywhere have taken to our crops and our methods like ducks to water. One reason for our preeminence in agriculture is that our empire has been developed by real farmers.

### *Millions of Dollars in Fruit*

We market a citrus crop that brings our growers approximately $90,000,000 a year. Our walnuts return them around $15,000,000 a year. We ship millions of dollars' worth of other specialties like olives, apricots, almonds, figs, dates, avocados, pomegranates, guavas, oriental persimmons, artichokes, lima beans, ornamental nursery stock, peppers and what not among "unusuals" every year. We produce our share of the State's $75,000,000 canned vegetable and fruit output, and of the $65,000,000 dried fruit and raisin turn-out, the $90,000,000 worth of fresh deciduous fruits and grapes, the $130,000,000 hay and grain crop, the $100,000,000 worth of fresh vegetables and other field products, and the quarter-billion dollars' worth of stock and poultry products contributed by California to the nation's storehouse. The very word "California" stands for quality of product and pack in the marts of the world, and our co-operative marketing methods are a model for growers everywhere. Our agricultural shipments, too, have had not a little to do with placing Los Angeles Harbor next to New York itself in volume of ocean commerce handled through American ports.

The whole epochal progress of our agriculture has left not only the world but Southern Californians gasping. But we must save a gasp or two for the future. We'll need 'em. The world'll need 'em!

Only now is Southern California getting down to really intensive development, conservation and utilization of its agricultural resources. Elaborate, tremendous as our efforts have been, vast as the scale of our advancement has seemed, we have but skimmed the surface in much of our empire of agricultural opportunities.

### *Intensive Methods Applied*

Our back country is being extended, transformed; areas farmed in an all-too-indifferent manner are being made over for efficient use; our best farming territory is being made better, more productive. And the opportunity to share in the returns is open to progressive farmers, orchardists, stock breeders, dairymen, gardeners and poultrymen everywhere.

We are putting millions into great new impounding works in our mountain canyons that we may claim for agriculture an enormous seasonal flow that now rushes unchecked from our watersheds to the sea. Underground reservoirs hitherto untouched or doing but half duty are constantly being tapped by pumps; subsurface dams and spreading systems are being added to those already in service to store and replenish our pumping supplies.

And this work is scarcely yet [illegible]. Secretary Hoover in his speech before the California State Fair at Sacramento last September stated that there are three or four million acres here that can be brought under cultivation with added water supply.

Huge acreages now covered with [illegible] are destined soon to produce crops. Large holdings, under the ownership of a few, are being cut up for intensive cultivation by the many. Better cultural methods, designed to get the utmost out of available water resources and to bring about greater and better production are being [illegible]. Far out into the waste lands, [illegible] against the foothill slopes, the [illegible] living green are creeping. And [illegible] kets, at home, throughout America and abroad are keeping pace with [illegible].

### *The Colorado River Project*

At the very frontier of our [illegible] realm a new valley of the Nile is [illegible] to be born. The Colorado River development program is staggering in its magnitude and in its potentialities. [illegible] capsheaf of all our agricultural [illegible]. The politicians still have it in their [illegible] but it belongs to the people of the [illegible] west. Last and greatest of all the [illegible] important reclamation projects in the power of the nation to create, it will be a principality of unimaginable [illegible] to our empire and will serve as a [illegible] anchor of security for what we now [illegible]. Because it spells unrivaled opportunity for agricultural producers everywhere, every day that its consummation is delayed by fruitless bickerings Southern California, the Southwest and America are being kept from their rightful kingdom. Let's get on and at it!

In the rich Salt River Valley of Arizona, beyond the Colorado, irrigation work is under way and projected will soon add a huge new acreage to a sister agricultural empire united to us by many ties.

## THE TREND OF FARMING

*As Told by the Increase in the Number of Farms*

| District— | 1925. | 1920. | 1910. | 1900. |
|---|---|---|---|---|
| United States | 6,372,262 | 6,448,343 | 6,361,502 | ..... |
| California | 136,413 | 117,670 | 88,197 | 72,542 |
| So. California (14 counties) | 61,252 | 51,479 | 38,411 | 28,540 |
| Fresno* | 10,462 | 9,917 | 6,245 | 3,290 |
| Imperial*** | 3,191 | 2,843 | 1,332 | ..... |
| Inyo* | 482 | 521 | 438 | 424 |
| Kern* | 2,793 | 2,020 | 1,167 | 1,098 |
| Kings** | 2,359 | 2,171 | 1,337 | 932 |
| Los Angeles | 12,380 | 12,444 | 7,919 | 6,577 |
| Orange | 4,466 | 4,188 | 3,165 | 2,385 |
| Riverside* | 4,960 | 3,949 | 2,688 | 2,340 |
| San Bernardino* | 5,897 | 4,921 | 2,949 | 2,350 |
| San Diego** | 3,967 | 3,200 | 2,398 | 2,693 |
| San Luis Obispo | 2,045 | 1,893 | 1,774 | 1,813 |
| Santa Barbara | 1,302 | 1,485 | 1,264 | 1,149 |
| Tulare | 7,166 | 6,372 | 4,921 | 2,313 |
| Ventura* | 1,647 | 1,543 | 1,193 | 1,269 |

*—Boundary changed between 1910 and 1920. **—Boundary changed between 1900 and 1910. ***—New county formed since 1910.



*Water en route to the Orange Groves in Riverside County*

# hing Easy—

untouched or doing but half duty are constantly being tapped by pumps; submerged dams and spreading systems are being added to those already in service to store and replenish our pumping supplies.

And this work is scarcely yet begun. Secretary Hoover in his speech before the California State Fair at Sacramento last September stated that there are three or four million acres here that can be brought under cultivation with added water supply. Huge acreages now covered with brush are destined soon to produce crops. Large holdings, under the ownership of a few, are being cut up for intensive cultivation by the many. Better cultural methods, designed to get the utmost out of available water resources and to bring about greater and better production are being stressed. Far out into the waste lands, far up against the foothill slopes, the areas of living green are creeping. And the markets, at home, throughout America and abroad are keeping pace with it all.

### *The Colorado River Project*

At the very frontier of our agricultural realm a new valley of the Nile is waiting to be born. The Colorado River development program is staggering in its immensity and in its potentialities. Here is the capsheaf of all our agricultural ambitions. The politicians still have it in their hands, but it belongs to the people of the Southwest. Last and greatest of all the really important reclamation projects in the power of the nation to create, it will add a principality of unimaginable richness to our empire and will serve as a veritable anchor of security for what we now have. Because it spells unrivaled opportunity to agricultural producers everywhere, every day that its consummation is delayed by fruitless bickerings Southern California, the Southwest and America are being kept from their rightful kingdom. Let's up and at it!

In the rich Salt River Valley of Arizona, beyond the Colorado, irrigation works under way and projected will soon add a huge new acreage to a sister agricultural empire united to us by many ties.





# And the Countryside is One Vast City—



*In the ranches throughout Southern California are beautiful city homes such as that above, built this year in a San Bernardino county orange grove.*

## In Southern California the city has come to the country and the country to the city, forming a new type of community fostered by regional plans for zones and new highways.

By John B. Wallace

SOUTHERN California in that portion known as the orange belt which embraces Los Angeles, Orange and portions of San Bernardino and Riverside counties is unique in that there is no definite line of demarcation between the city and country.

It has been predicted that within fifty years the city of Los Angeles will cover all of Los Angeles county, but that prediction in its physical aspects has already been realized. If it were not for the ornate entrance signs that most Southern California cities have put up at their city limits entrances the motorist would scarcely know when he was passing from the city to the country or vice versa.

This condition is brought about largely by the fact that most all of Southern California's cosmopolitan population is attracted here by the dominating factor, climate. To enjoy climate one must live outdoors and that is just what the majority of its residents do. A house is a necessity to store one's belongings, but to live within its four walls for any considerable portion of the day with the glorious sun of California vitalizing its balmy air is not to be considered.

### *Farms of Five Acres*

The tendency, therefore, of the greater part of the population influx is to seek the country rather than the more congested city. Ten acres of land or even five acres made to produce a comfortable income for the purchaser will give it the closest attention that he gave to the office by which he acquired the means to buy the property. Besides there is lacking in the baronial feeling that the five-acre tract gives its owner that makes country property desirable.

With the dawn of the motor age distance ceased to exist as a compelling motive in locating residential districts. Thirty minutes or an hour's ride with a good motor car is no necessity for even those whose employment takes them into the business centers of the city to live close to their work. The drive serves a double purpose of rest and recreation.

There are no climatic inhibitions to prevent travel, an occasional rain of moderate duration during the winter and spring seasons or snow or sleet to make the roads impassable.

The Southern California country resident is a king in his little domain of fruit, flowers, garden and poultry. He has electric light, gas, water, telephone, everything that he could have in the city. His radio brings him in touch with the best of music with choice of a dozen broadcasting stations, his newspaper delivered at his door gives him the news of the world. A laundry washes his linen and presses his clothes, making deliveries twice a week. He has all the advantages of the city with none of its concomitants of noise, lack of privacy and burdensome taxes.

Visiting motorists exclaim over the wonderful boulevards of Southern California, the pavement that extends over the greater part of its highways, not only the main arteries but the lateral feeders. Good roads, however, are a vital necessity in such a land and the increasing population is making it imperative to build more and more of them.

The trend toward country life which has been noticeable recently throughout the United States, but is possible of full realization only in Southern California where alone all the contributing factors of climate, transportation and means of livelihood exist, has brought problems that Southern California has foreseen and is attempting to solve.

### *Two Planning Commissions*

For their permanent solution two bodies have been created, the Los Angeles City Planning Commission and the Los Angeles County Regional Planning Commission.

While the two commissions have somewhat similar objectives the former takes in only the city proper, while the latter embraces not only the territory of Los Angeles county but the entire south and west coastal plain, an area of some 12,000 square miles.

The Regional Planning Commission grew out of a voluntary body of public-spirited citizens who met from time to time to discuss the questions which the commission was later called upon to answer. The commission was officially created in January of 1923 by the Los Angeles County Board of Supervisors and consists of five members, one from each Supervisor's district. Its staff consists of a secretary, Mr. Hugh R. Pomeroy, a stenographer and several draughtsmen.

The territory covered by the commission contains forty or more cities and about fifty unincorporated towns, many of them with contiguous city limits.

Recognizing that eventually this entire district will be one city in political organization as well as physical fact, the commission has taken up all problems from the angle of mutual benefit to all districts. Its aim is to see that all public improvements are made, not from the individual standpoint of the community making the improvement but in harmony with the general plan of the entire county.

This will do away with the wasteful practice of consummating projects that later developments nullify and the haphazard method of building retail centers.

### *Future Problems Solved Now*

The main problems that come before the commission are those of new subdivisions, arterial highways, and zoning.

Other questions are those of tree planting and establishment of regional parks and air ports, the protection and acquisition for the public of beach frontage, and the solution of transportation problems.

Through co-operation with the cities and the real estate association the commission is able to keep in touch with all civic improvement projects.

No major project is attempted without the advice of the commission and many projects are even initiated by that body. All projects outside of incorporated cities come under the direct supervision of the commission. All subdivisions must be laid out in conformity with the regional plan of highways and subdividers have found it to their interest to subject their plans to the approval of the commission.

A splendid system of arterial highways has been laid out which provides for a major highway of not less than ninety feet in width on each section line, a secondary highway of not less than eighty feet in width on each half-section line, and a by-pass highway of not less than sixty feet on each quarter-section line or otherwise routed about half-way between the major and secondary highways. Grade-crossing problems are considered with the idea of eventually eliminating these dangerous points entirely. A special affiliated commission handles this work.

Highways are divided into three classes by the Regional Planning Commission, as follows, industrial, general utility and scenic. It is planned to create such highways with a view to eliminating truck traffic entirely from the scenic highways and restricting it as much as possible upon all except the purely industrial roads. By routing trucks on highways created solely for that purpose congestion is avoided, traffic is speeded up and parking space increased.

### *A Careful Zoning Plan*

The zoning of Southern California is an important part of the commission's work and its plans are laid with a view to establishing business centers at points where the natural economic requirements of the district would place them and restricting residential sections to homes and cultural institutions.

Many of the main boulevards of Southern California are already lined with trees which give grateful shade during the heat of the day and the commission is fostering more planting that will provide a continuous park along the roadways. Other plans insure the tearing out of eyesore shacks and converting such districts into regional parks for the motoring public.

The increasing use of the airplane for business and pleasure is making necessary the establishment of landing fields and the commission is studying this question with the ultimate object of dotting the southwest with ports for these ships of the air. Several cities have already provided such facilities.

The increase in private ownership of beach frontage is also providing a problem for the commission and it is taking steps to prevent the general public from being denied access to the ocean. Beach cities are co-operating in this matter.

Many of the problems before the commission might seem to a newcomer to California as questions of a far-distant future but the growth of the districts surrounding Los Angeles has been so rapid and so continuous that the commission finds itself hurried to keep ahead of developments that might hinder or change its plans to make Southern California the one spot on the earth where dreams are changed into realities perfected by scientific planning beyond the dreamer's dream.

# Here Commerce Points to World Leadership—

**On the shores of the Pacific live two-thirds of the people of the world. Los Angeles is strategically located to be an important distribution point for this great market.**



*Copra or dried cocoanut meat has been associated with the commerce of the Orient and the South Sea Islands since the beginning of ships. First imported in England for making soap in 1841, it has become a staple article of commerce in Los Angeles Harbor, where are annually imported thousands of tons for use in making soaps and butter substitutes.*

## By Thomas F. Ford

COMMERCE is one of the oldest of human activities. It has its foundations in human needs, human desires and human ambitions. Even in the most primitive state of society commerce in a restricted form exists. The first commerce of which we have any definite record was carried on by the Egyptians. It was a purely land-borne trade. One of the most important of the ancient commercial peoples were the Phoenicians. They were the first to leave the solid earth, with its well-defined and easily followed highways, and strike out upon the more uncertain lanes of the sea.

The Phoenicians inaugurated what has since been known as the Mediterranean period of commerce, which has flourished down to what is now known as the Atlantic period. Students of commerce all agree that the next great era in commerce will be the Pacific era. This does not mean that commerce on the Atlantic will necessarily wane and lose its importance in world commerce, but that with the development of the Pacific it will be revitalized and enriched. The Pacific period is now well under way. Each year shows a tremendous gain in both volume and value. This is but natural. Along the shores of the Pacific live at the present over two-thirds of the world's population. Within the confines of the territory bordering on this great ocean, with its teeming hundreds of millions of people, lies the richest storehouse of undeveloped natural resources in the known world.

### The Storehouse of the World

China, with her countless millions; India, with a population almost as great; Japan, small but overcrowded; Asiatic Russia temporarily dormant, but with vast possibilities in man power and the raw materials of commerce; Oceania, including Australia, New Zealand and other islands of the South Pacific group, with Indo-China and the Malay States and all that vast territory known rather generally as the East, presents one of the greatest potential markets that ever challenged the mercantile genius of man.

The growth of the trade of the United States with Asia for one year, from 1918 to 1919, was over 56 per cent. Our trade with China, even in the face of a devastating revolution and civil war, shows but slight decrease. Our trade with Japan grows apace, while we are rapidly forging ahead in India and other of the far-eastern trade territories. Although we have no diplomatic relations with Russia, vast quantities of American-made goods find their way into the soviet territory, while our trade with Indo-China, Oceania and Africa each year shows vast increases.

The following figures, taken from the Statistical Abstract, one of the official compilations of the United States Department of Commerce, clearly show the trade trend in the period from 1910 to 1925. The war years are of course not considered, as the figures for that period were abnormal.

The foreign trade of the United States, meaning exports to and imports from the rest of the world, by grand divisions, are as follows:

| Country— | 1910 | 1925 | Increase |
|---|---|---|---|
| Europe | $1,942,250,000 | $3,830,000,000 | 100% |
| Asia | 254,000,000 | 1,502,000,000 | 600% |
| Africa | 36,000,000 | 162,000,000 | 450% |
| Oceania | 88,000,000 | 233,000,000 | 265% |
| N. America | 632,800,000 | 2,103,000,000 | 310% |
| S. America | 290,000,000 | 850,000,000 | 300% |

These figures show that while the volume of our trade is still carried on with Europe and North America, the percentage of increase is larger with the oriental countries, all tending to establish the contention of economists and commercial experts that the Pacific era is rapidly coming into its own.

That the Pacific Coast, with its many splendid harbors, should be destined to share in this vast commercial development is a foregone conclusion. From Seattle to San Diego, with Los Angeles and San Francisco as the principal outlets for this trade, because of their fine harbors, the Pacific Coast is feeling the impulse and its merchants, bankers and industrialists are alive to the great possibilities for trade with the people of the eastern lands.

Capital from everywhere is looking with appraising eyes on the Pacific Coast. The eastern part of the United States, where great stores of capital have been accumulated, is seeking an outlet for its money. The Pacific Coast, itself as yet tremendously rich in natural resources, is being carefully scrutinized. The result of this is that to our own vast store of accumulated capital is being added the stores of older and richer sections.

We of Los Angeles are especially favored. Let cynics rave and jealous competitors sneer as they will, we have here an empire richer in possibilities of development, and developing faster also, than any other known area on the face of the globe. We have dug a magnificent harbor from a strip of unsightly mud flats. We have built a city that is one of the marvels of modern times, for in the magic quality and swiftness of its growth it has surpassed any of the most imaginative fairy tales of literature. It is a veritable "Jack's bean stalk" among cities and it has not as yet attained its full stride.

In our position as nearest neighbor to the vast market that is developing in the Orient, we are especially favored geographically. In our dealings with these people we have an advantage also. We also have an advertising advantage due to the motion picture. American motion pictures are shown around the world. These pictures, while not always truthful in depicting American life and customs, have nevertheless, so thoroughly permeated every corner of the globe that the name America is no longer a thing to wonder about. Especially is this true of the magic name Hollywood. For wherever one wanders in the far places, the name Hollywood is an open sesame to hospitality.

### An Advertising Advantage

London became the commercial and financial capital of the world because the great shipping fleets of Britain, mostly clearing from the port of London, made the name of that city known the world over. Something like this is now in process of development in regards to the name Hollywood. London became the synonym for fame and credit. Hollywood is fast becoming the synonym for an even greater human need—amusement.

Thus Los Angeles, Southern California and the Pacific Coast are all in a manner associated with the motion picture. When people are out for amusement they think of this section. When they go shopping and see an article made anywhere on the Pacific Coast, the fact that their amusement is associated with this region gives them a kindly feeling for the goods. This may appear far-fetched, but there is a power in psychological reactions that has not yet been fully measured.

## Los Angeles Harbor

*United States Shipping Board figures for the calendar year 1925, showing the comparative standing of Los Angeles Harbor with other American ports in foreign tonnage:*

Second in total deep-sea commerce. (New York alone surpassing.)

First in intercoastal traffic.

Third in total *all water-borne commerce (Duluth, Minn., and New York surpassing.)

Fifth in total ocean-borne foreign traffic (New York, New Orleans, Baltimore and Philadelphia surpassing.)

Sixth in total *all water-borne foreign traffic (Buffalo, N. Y., New York, New Orleans, Baltimore and Philadelphia surpassing.)

*—"All water-borne commerce" includes harbor and lake commerce as well as foreign commerce.



# And In

*By Arthur G. F*

THE Los Angeles Chamb
merce, in its annual s
mates the 1926 industria
Los Angeles county at $1,275,
increase of $25,000,000 over th
It fixes the county's industrial
$325,000,000.

Within the Los Angeles m
area during the year some 300
tories and 100 branch wareho
established, including a numb
tionally known concerns.

The comparative increases in
turing in various sections of t
Coast in the decade from 1914
given by the government as follo
Angeles, 304 per cent; San Franc
land, Alameda and Berkeley com
per cent; San Francisco (only,
cent; Seattle, 142 per cent.

### Population

The foundation for this relativ
is of course to be found in the p
increase during the same perio
coast divides naturally into three
ing areas: (1) the Northwest
ing the State of Washington and t
ern third of Oregon; (2) the cent
including the southern two-thirds
gon and the northern forty-four
of California, and (3) the south, t
the fourteen southern counties
fornia. During the ten years endi
1,372,567 new people came to th
and distributed themselves in th
areas as follows: 315,289 to the
west area; 413,533 to the central a
663,745 to the Southern Californi
This gave the northwest a t
increase of 19 per cent, the central
ten-year increase of 25 per cent,
southern area a ten-year increase
per cent.

Population density is an importa
or in the development of industry,
tories naturally gravitate to the be
being where other conditions are
Considering the three sections
Coast in the light of the inevitable
trial expansion of the Pacific area
the next ten years, it will be see
At present there are in the northwe
people to the square mile, in the c
area 18.5 people to the square mil
in the southern area 39 people t
square mile. The fourteen southern
ties of California contain 60 per c
the people of the State, 40 per ce
the people of the three coast States
39 per cent of all of the people we
the Rockies. From the standpoi
population, here may be expected the
industrial expansion of the Pacific e

### Purchasing Power

First in importance to population
foundation for industry is the purcha
power that creates the market. Re
shows by the National Bureau of
Trade Research give the average per
individual "current income" of th
the United States as $551 and that
California as $898, or 63 per cent
above the average for the country at l
The per capita income for the "nonfa

# adership—

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merce" ..... 30,
Mbn., and New York com-
.)
otal ocean-borne foreign
trade ..... 3,
rk, New Orleans, Baltimore
hiladelphia surpassing.)
otal "all water-borne foreign
trade" ..... 3,
K. Y., New York, New Or-
Baltimore and Philadelphia
ing.)

ater-borne commerce" [illegible]
lake commerce as well as



# And Industry Keeps Pace With Progress—

**Gaining 304% in ten years, industry has trebled its demand for electric power since 1920 in Southern California, and is prepared for a new era of unparalleled expansion.**

*By Arthur G. Arnoll*

THE Los Angeles Chamber of Commerce, in its annual survey, estimates the 1926 industrial output for Angeles county at $1,275,000,000, an ease of $25,000,000 over that of 1925. ts the county's industrial pay roll at 25,000,000.

Within the Los Angeles metropolitan during the year some 300 new fac- and 100 branch warehouses were ablished, including a number of na- ly known concerns.

The comparative increases in manufac- ing in various sections of the Pacific t in the decade from 1914 to 1923 is n by the government as follows: Los les, 204 per cent; San Francisco, Oak- d, Alameda and Berkeley combined, 189 r cent; San Francisco (only,) 157 per t; Seattle, 142 per cent.

### Population

The foundation for this relative growth f course to be found in the population reases during the same period. The t divides naturally into three distrib- ing areas: (1) the Northwest, includ- the State of Washington and the north- third of Oregon; (2) the central area, uding the southern two-thirds of Ore- and the northern forty-four counties California, and (3) the south, including fourteen southern counties of Cali- ia. During the ten years ending 1920, 1,597 new people came to the Coast distributed themselves in the three as follows: 315,289 to the north- st; 413,533 to the central area, and 2,775 to the Southern California area. e gave the northwest a ten-year ease of 19 per cent, the central area a increase of 25 per cent, and the area a ten-year increase of 74 .

ulation density is an important fac- in the development of industry, as fac- naturally gravitate to the best mar- where other conditions are equal. ring the three sections of the in the light of the inevitable indus- expansion of the Pacific area during next ten years, it will be seen that e there are in the northwest 22.3 le to the square mile, in the central 83 people to the square mile, and southern area 39 people to the are mile. The fourteen southern coun- of California contain 60 per cent of ple of the State, 40 per cent of ple of the three coast States, and per cent of all of the people west of ckies. From the standpoint of ation, here may be expected the great ural expansion of the Pacific era.

### Purchasing Power

e in importance to population as a or for industry is the purchasing r that creates the market. Recent by the National Bureau of Eco- Research give the average per cap- original "current income" of the en- United States as $551 and that for ia as $698, or 63 per cent more the average for the country at large. per capita income for the "nonfarm" population of California is given by the same authority as $926.

The per capita annual purchasing power of Los Angeles county, according to H. G. Weaver, assistant sales director General Motors Corporation, is $1107, or more than that of any other county in the United States. The average family income in the city of Los Angeles is estimated on the basis of 3.6 persons to a family as $3240.

An index to this great purchasing power of Los Angeles is to be found in the ownership of automobiles. While the State of California contains over 64 per cent of all motor vehicles in the seven western States, eleven of the southern counties contain over 55 per cent, and Los Angeles county 40 per cent of the California total.

### Distribution Economy

Eastern manufacturers in building up a trade on the Pacific Coast formerly had the habit of regarding the San Francisco district as the central point of distribution because of its midway location on the coast line; but because of the southward swing of population and the development at Los Angeles of the biggest port commerce on the coast, this city is now recognized as the economical point of manufacturing and distribution.

The modern practice of industry is to locate as near the market as possible and where this location combines with cheap ocean transportation, with all facilities of commerce and banking, practically all important raw materials, highly efficient free industrial labor, and comparatively cheap hydroelectric power, the economic combination is complete.

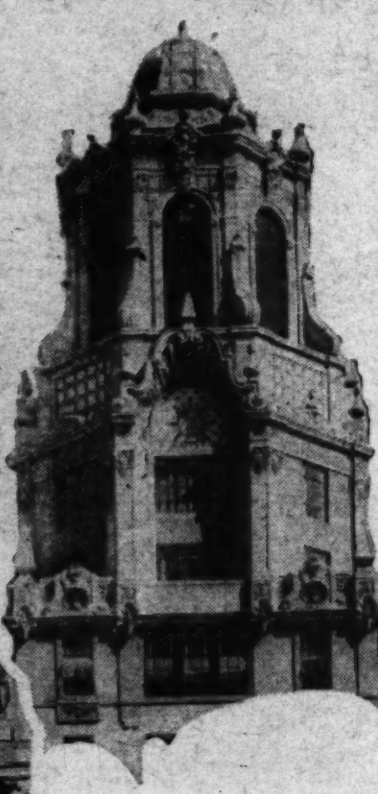
The comparative freight rates applying out of San Francisco and Los Angeles respectively, in conjunction with the above division of the market, prove Los Angeles the most economical distribution center.

Coastwise steamship service and low rates for water shipments apply from Los Angeles in comparison with like rates from San Francisco to Northern Ports.

The differential against Los Angeles to northern ports is very small on moving commodities; for example, the carload rates on such commodities as soap, sash weights and washers, oil cake and meal to Portland are only about 3 cents per 100 pounds higher from Los Angeles over like rates from San Francisco.

The great increase in volume of shipments to all points in the West has brought about favorable rates over three transcontinental railroads. Out of Los Angeles Harbor, the second port of the nation in ocean-borne tonnage, over 150 separate steamship freight lines now accommodate coastwise, intercoastal and foreign trade, with new ones being added to take care of the rapidly expanding commerce with the Orient.

The Los Angeles Steamship Company's biweekly service to Honolulu, direct sailings of Dollar Line ships out of Los Angeles to trans-Pacific and oriental countries, together with Latin-American and European services should appeal to a variety of basic and major industries.





*The imposing tower of the Central Manufacturing Diartict of Los Angeles is symbolic of the high character of Southern California industrial architecture. The greatest event of the year has been the establishment at the harbor of the new $1,000,000 Ford plant. The view below shows the dredge at work preparing the site for this large establishment.*

### Industrial Freedom

One tremendously vital advantage which Los Angeles holds for industry is the open shop American plan of industrial labor.

The principle is mutually accepted by employer and employee as yielding the greatest efficiency, the lowest unit cost of product and, necessarily, the highest standard of living for the worker.

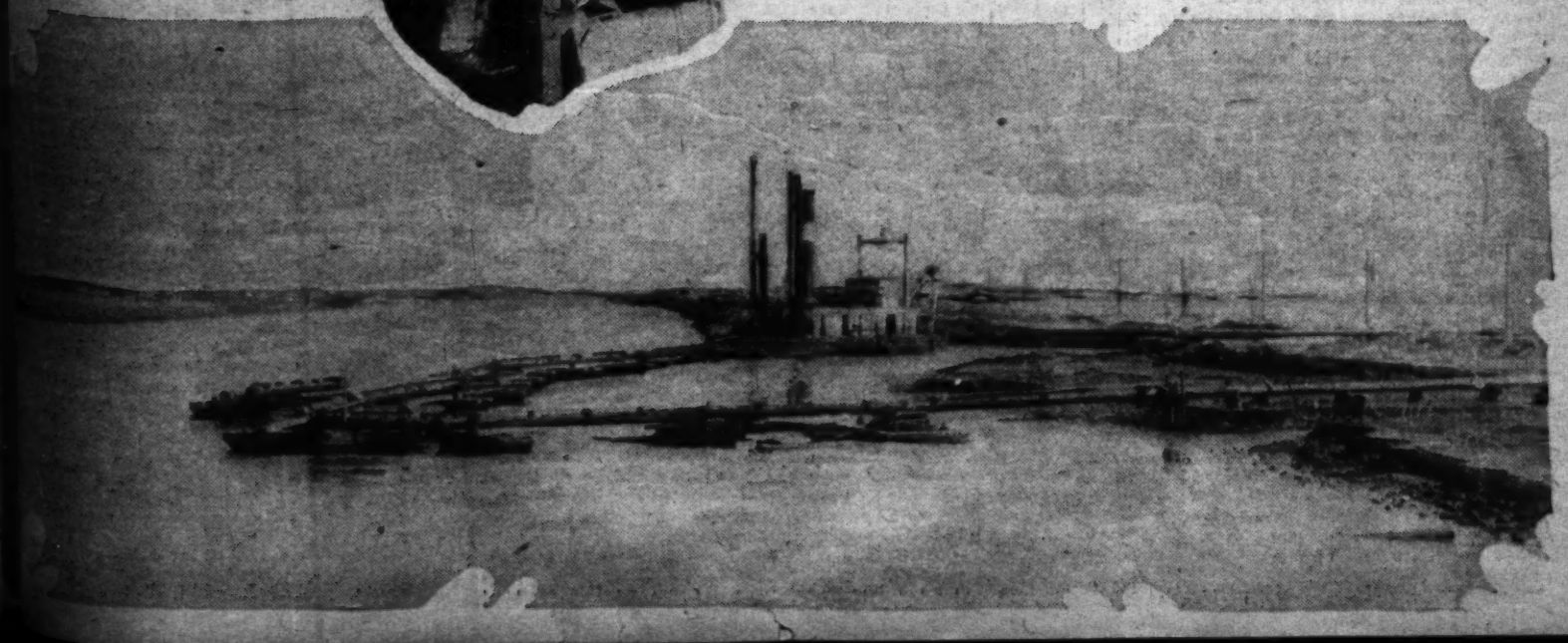
The attractiveness of life and residence in Southern California is an influence inducing a large and tranquil labor market.

The extent and variety of industrial output in the Los Angeles metropolitan area are indicated by the following statement of weekly pay roll and production value for the year 1924. While these figures for the Los Angeles metropolitan area are the latest that have been fully and officially classified, they of course fail to take into account the increase in production of approximately $75,000,000 that has come during the last two years of rapid industrial expansion.

In considering, as we must, the development of the great resources of Mexico that will come in the Pacific era, Los Angeles, midway between Panama and Puget Sound, the center of coast population, with vast natural resources and excellent harbor discussed elsewhere in this edition, embarks upon an era of industrial expansion that is beyond our comprehension.

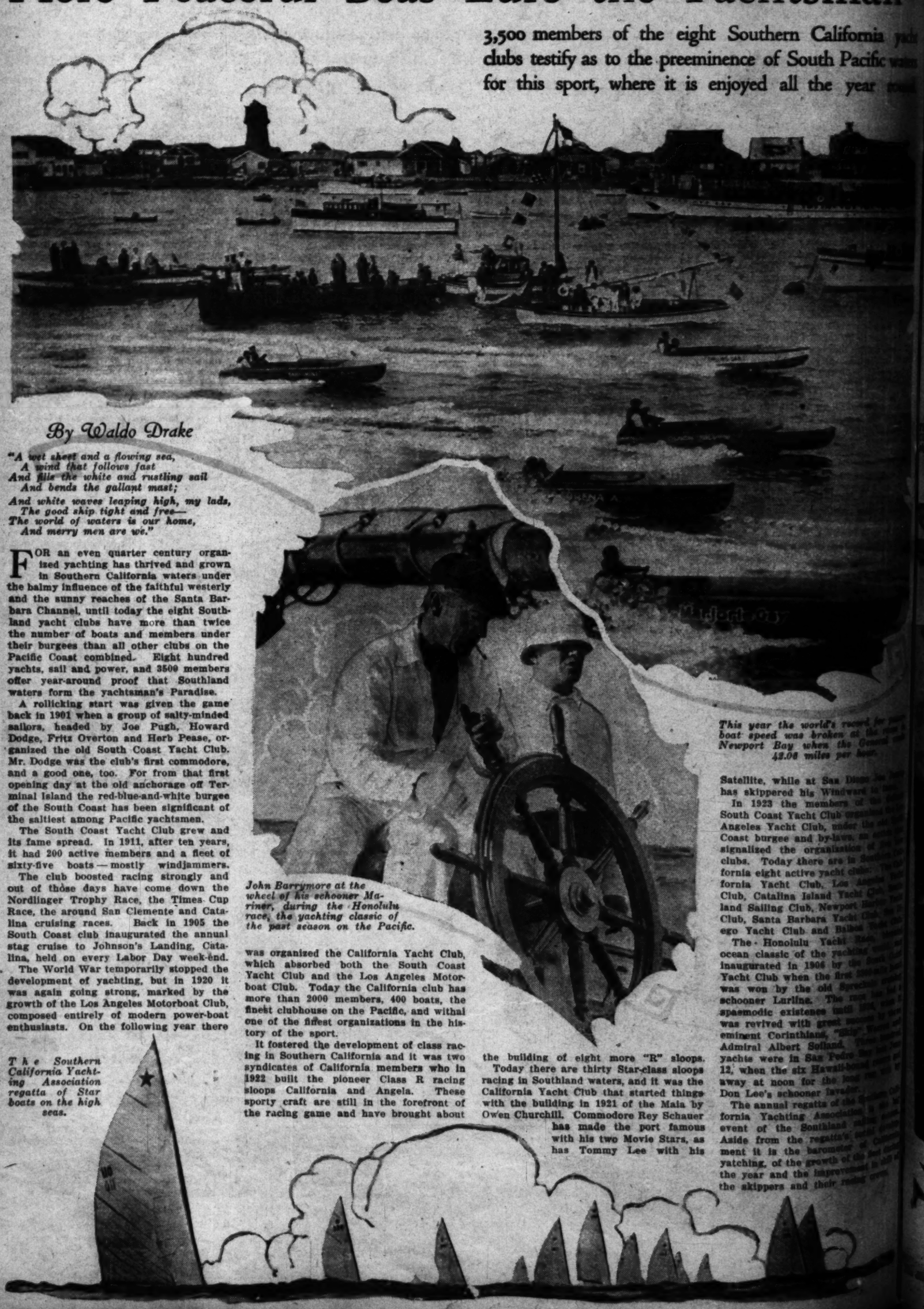
## Los Angeles Industries

| Product— | Weekly Pay roll. | Valuation. |
|---|---|---|
| Petroleum products | $ 598,158 | $ 221,880,293 |
| Motion pictures | 1,300,000 | 168,000,000 |
| Iron-steel mach., metal. | 636,119 | 99,117,430 |
| Meat packing (products) | 117,206 | 87,987,146 |
| Lumber—planing mills.. | 225,903 | 64,327,685 |
| Food products (misc.)... | 150,286 | 57,968,820 |
| Auto parts, bodies, acces. | 157,150 | 42,966,236 |
| Publishing | 305,804 | 38,439,924 |
| Wearing ap. (inc. shoes) | 201,129 | 34,656,317 |
| Gas (manufactured) | 347,993 | 31,026,534 |
| Ice cream | 116,970 | 27,616,419 |
| Sash, doors, fixt., cab... | 129,020 | 22,997,712 |
| Other building materials | 110,905 | 27,409,578 |
| Printing and engraving.. | 138,940 | 18,914,136 |
| Bakeries, bread, etc. | 102,914 | 18,096,391 |
| Furniture, furn. parts.. | 116,556 | 17,610,108 |
| Cement | 47,000 | 17,500,000 |
| Canning—fruit and veg. | 77,975 | 16,322,430 |
| Chem., oils, drugs, med. | 78,970 | 16,238,023 |
| Canning—fish | 118,670 | 13,302,594 |
| Car shops | 74,532 | 13,148,032 |
| Rubber goods (inc. tires) | 62,369 | 12,556,210 |
| Brick and tile | 52,431 | 11,895,494 |
| Other clay products | 34,582 | 4,654,627 |
| Laundries | 110,426 | 11,353,837 |
| Beverages | 4,840 | 5,520,455 |
| Confectionery | 109,572 | 7,717,504 |
| Soaps | 13,813 | 7,397,000 |
| Paints and varnishes | 28,437 | 6,407,251 |
| Gran., marb., sand, rock | 29,988 | 6,024,847 |
| Cans, metal containers.. | 15,206 | 4,760,937 |
| Ice | 43,657 | 4,632,949 |
| Sheetmetal products | 20,972 | 4,540,854 |
| Glass products | 21,250 | 4,540,000 |
| Paper products | 24,065 | 3,766,139 |
| Jewelry and novelties... | 16,083 | 1,742,725 |
| Leather goods (ex. shoes) | 10,507 | 1,512,534 |
| Cigars | 5,700 | 1,489,444 |
| Cosmet., toilet prep., etc. | 7,291 | 1,297,000 |
| Miscellaneous | 326,053 | 60,396,965 |
| Total | $6,122,426 | $1,202,677,004 |



# Here Peaceful Seas Lure the Yachtsman

**3,500 members of the eight Southern California yacht clubs testify as to the preeminence of South Pacific waters for this sport, where it is enjoyed all the year round**



*John Barrymore at the wheel of his schooner Mariner, during the Honolulu race, the yachting classic of the past season on the Pacific.*

*This year the world's record for power boat speed was broken at the regatta at Newport Bay when the Gale VI attained 43.08 miles per hour.*

*The Southern California Yachting Association regatta of Star boats on the high seas.*

## By Waldo Drake

*"A wet sheet and a flowing sea,*
*A wind that follows fast*
*And fills the white and rustling sail*
*And bends the gallant mast;*
*And white waves leaping high, my lads,*
*The good ship tight and free—*
*The world of waters is our home,*
*And merry men are we."*

FOR an even quarter century organized yachting has thrived and grown in Southern California waters under the balmy influence of the faithful westerly and the sunny reaches of the Santa Barbara Channel, until today the eight Southland yacht clubs have more than twice the number of boats and members under their burgees than all other clubs on the Pacific Coast combined. Eight hundred yachts, sail and power, and 3500 members offer year-around proof that Southland waters form the yachtsman's Paradise.

A rollicking start was given the game back in 1901 when a group of salty-minded sailors, headed by Joe Pugh, Howard Dodge, Fritz Overton and Herb Pease, organized the old South Coast Yacht Club. Mr. Dodge was the club's first commodore, and a good one, too. For from that first opening day at the old anchorage off Terminal Island the red-blue-and-white burgee of the South Coast has been significant of the saltiest among Pacific yachtsmen.

The South Coast Yacht Club grew and its fame spread. In 1911, after ten years, it had 200 active members and a fleet of sixty-five boats — mostly windjammers.

The club boosted racing strongly and out of those days have come down the Nordlinger Trophy Race, the Times Cup Race, the around San Clemente and Catalina cruising races. Back in 1905 the South Coast club inaugurated the annual stag cruise to Johnson's Landing, Catalina, held on every Labor Day week-end.

The World War temporarily stopped the development of yachting, but in 1920 it was again going strong, marked by the growth of the Los Angeles Motorboat Club, composed entirely of modern power-boat enthusiasts. On the following year there was organized the California Yacht Club, which absorbed both the South Coast Yacht Club and the Los Angeles Motorboat Club. Today the California club has more than 2000 members, 400 boats, the finest clubhouse on the Pacific, and withal one of the finest organizations in the history of the sport.

It fostered the development of class racing in Southern California and it was two syndicates of California members who in 1922 built the pioneer Class R racing sloops California and Angela. These sporty craft are still in the forefront of the racing game and have brought about the building of eight more "R" sloops.

Today there are thirty Star-class sloops racing in Southland waters, and it was the California Yacht Club that started things with the building in 1921 of the Maia by Owen Churchill. Commodore Rey Schauer has made the port famous with his two Movie Stars, as has Tommy Lee with his Satellite, while at San Diego Joe [illegible] has skippered his Windward to [illegible]

In 1923 the members of the [illegible] South Coast Yacht Club organized the [illegible] Angeles Yacht Club, under the old [illegible] Coast burgee and by-laws, an event [illegible] signalized the organization of [illegible] clubs. Today there are in Southern [illegible] fornia eight active yacht clubs: [illegible] fornia Yacht Club, Los Angeles [illegible] Club, Catalina Island Yacht Club, [illegible] land Sailing Club, Newport Harbor [illegible] Club, Santa Barbara Yacht Club, [illegible] ego Yacht Club and Balboa Yacht [illegible]

The Honolulu Yacht Race, [illegible] ocean classic of the yachting [illegible] inaugurated in 1906 by the [illegible] Yacht Club when the first [illegible] was won by the old Spreckels [illegible] schooner Lurline. The race has had a spasmodic existence until 1925, when it was revived with great success by the eminent Corinthians, "Skip" Worcester, Admiral Albert Solland. [illegible] yachts were in San Pedro Dec. 12, when the six Hawaii-bound [illegible] away at noon for the long [illegible] Don Lee's schooner Invader.

The annual regatta of the Southern California Yachting Association is the big event of the Southland sailing season. Aside from the regatta's social element it is the barometer of California yatching, of the growth of the fleet during the year and the improvement in skill of the skippers and their racing craft.

# chtsman—

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# To the Tropical Islands of the South—

**The traffic to the Hawaiian Islands by palatial steamships has so increased in the last few years as to make them a part of Southern California's far-flung playgrounds.**

*Surf-boards and outrigger canoes lend color to Hawaiian waters.*

*...ains of ukuleles, the waning of palms in tropical breezes and the rhythm ... native dances mingle in a charm that is never in Los Angeles.*

HAWAII as a land of lasting charm has attracted so many people from all parts of the world via the ports of California in such increasing numbers every year that the leading steamship companies of the mainland and the people of the islands are now preparing for the largest tourist travel in history during 1927.

To meet the need for greater transportation facilities two new ships will enter service during the coming spring. The City of Honolulu is now being prepared by the Los Angeles Steamship Company for the run over the southern route. The Los Angeles-Hawaii service was inaugurated approximately four years ago with the liners City of Los Angeles and Calwali. The new liner, it is said, will be one of the most luxurious passenger steamships on the Pacific.

In general construction and size the City of Honolulu will closely resemble the City of Los Angeles, flagship of the service. Five hundred and forty-five feet over all, with a displacement tonnage of approximately 21,000 tons, she will maintain a speed of 16 or 17 knots. She was built especially for tropical service, with decks from four to ten inches higher than those of the average liner, permitting good ventilation.

The City of Honolulu will carry 440 first-class passengers, every one of whom will be quartered in staterooms on the outside with hot and cold running water. The passenger quarters throughout will be luxuriously equipped and decorated. A permanent tiled Pompeiian swimming pool will be included among the new features.

At San Francisco the Matson Navigation Company has announced the construction of a magnificent new liner, the Malolo, to augment their service during the coming summer between the northern port and the islands; a service that has been developed by the steamships of that line for over a quarter of a century. The Malolo, which will make the run to Honolulu in four and a half days, is said to represent the finest example of modern steamship construction and will be equipped with every luxury throughout her passenger quarters.

The people of Hawaii are doing much to meet the predicted tourist influx of 1927 in the building of new hotels, country clubs, motor roads and other accommodations for the traveler. A wonderful new hotel, the Royal Hawaiian, is nearing completion at the beach of Waikiki near Honolulu, and additions to the Volcano House at the crater's edge of Kilauea on the Island of Hawaii are being made.

# Here the Films Set New World Standards—

*By S. F. Jacobs*

**The Motion Picture Industry, with its capital at Hollywood, is a creative force that is establishing modern American ideals in the most remote sections of the globe.**

LITTLE more than ten years ago Hollywood was a suburb of Los Angeles, surrounded by beautiful hills with a community mainly composed of American motion-picture directors, actors, actresses and small tradesmen living in colonial bungalows which were in the midst of orange and lemon groves; today, principally owing to the activities of the motion-picture folk, Hollywood has achieved what no other city or country in the world has ever achieved in such a short space of time—it has brought together from every civilized country in the world men and women of genius, art and letters, modistes from Paris and Vienna, tailors from England, restaurateurs from Italy, France and Germany, and people from even such far-away countries as South Africa, China, Japan and Australia. The motion-picture industry has been primarily the cause of this influx of foreign brain and talent into this part of the United States and these people, the cream of the world's creative genius, have centralized themselves in and around that portion of Los Angeles known as Hollywood.

## *A City of Palatial Homes*

During this period more money has been spent in this industry that furnishes three-fifths of the world's amusement than has been used in the development of any other industry in the United States. As a result, in and around Hollywood may be seen new, beautiful homes such as have never been equaled for splendor in the world's history, having been designed by the world's most famous architects. The much-talked-of villas in Southern Italy and the south of France can in no way be compared to many of those recently completed, with their wonderful ornamental gardens and the old Roman swimming pools. Europe and America have been ransacked to furnish them. At the beaches, less than an hour's drive away, palatial clubs and pretty villas right on the shore have been built by the motion-picture stars and producers, where the delightful climate enjoyed in Southern California permits sea bathing the year 'round.

The motion-picture industry is said to be the fourth largest in the States and is now firmly established in Hollywood and its vicinity. H. M. Lord, director of the Bureau of the Budget, in his recent report to Congress, stated that the actual capital invested locally in Hollywood is the colossal amount of $1,125,000,000, of this more than $375,000,000 is invested in films, stories, costumes, etc. During the season 1926-27 $225,000,000 is to be spent in Hollywood on new productions—that being an increase of 25% over last year's.

There are nineteen motion-picture studios in and around Hollywood, with 250 producing companies. The number of persons constantly employed in the industry is 25,000, with a weekly pay roll of upward of $1,000,000, and in addition there are a number of small independent producers who intermittently operate and whose capital has not been taken into consideration in these figures.

In mentioning the large sums of money being used in the production and exploitation of motion pictures, it must not be supposed that anyone may come along and participate without expert knowledge of some kind. That is not the case; there is no room for the inexpert, but for those who have something to sell that may be helpful to the industry, whether it be stories, lighting machinery, photographic apparatus, acting, directing, costumes or new ideas, here is the market. It is estimated that the average floating number of experienced actors and actresses for the screen now here is upward of 35,000, in consequence of which there is no opportunity for the inexperienced newcomer.

In the 570 pictures that were completed and released last year, it is estimated that the average number of leading players used in each picture was four, with an average of six players in small parts and fifty to sixty extras, as people used to lend atmosphere to the picture are called. Many of the leading players take part in at least eight pictures a year, so it may be clearly seen that as yet there is not sufficient production to provide all the players here with constant employment; but the player generally is a cheery soul and takes what comes and is thankful.

While the motion picture has been making its rapid strides to prosperity, Hollywood as a center has been keeping pace, being a natural shopping, theater and cultural center for Western Los Angeles and the San Fernando Valley.

Along Hollywood Boulevard, the main artery running east and west through the middle of the city proper, may be found theaters which for beauty of architecture and elegance of design are unequaled in the States. In a number of these theaters motion pictures, when considered by the producers to be sufficiently complete, are given what is called a "preview"—that is, a showing to the general public before the films are finally cut and titled, in order to get some expression of opinion before final release. When a picture is completed and ready to be shipped for sale to the exchanges throughout the world it is often given a premier showing at one of the principal theaters. This event is considered by the motion-picture colony as quite a social function. The stars, beautifully gowned, leading players, producers, directors and the elite of Hollywood and the surrounding districts attend, and after the showing adjourn to supper and dance parties at one or other of the numerous restaurants and hotels around Hollywood.

Too much cannot be said about the modistes, designers and dress goods stores that extend throughout Hollywood, where there are designed and made many of the costumes worn in pictures. Here are to be found French, Austrian, British and American experts whose gowns and costumes shown on the screen lead the world's fashions today. Although the studios have their own wardrobe departments where much of the dress worn in the pictures is made, when gowns of particular splendor and magnificence are required they look to Hollywood to supply them.

Hollywood has forty miles of street-car tracks, eight bus lines, thirty-three banks with clearings for 1925 of $321,473,000, fourteen motion-picture theaters with several more under construction, and two legitimate theaters with three being built.

There are eighteen comfortable motion hotels with a wide range of rates, and Hollywood is well supplied with bungalow courts and first-class apartment-houses.

## *An Active Club Life*

A Chamber of Commerce with a membership of 1200 owns its own fine building on Sunset Boulevard, in the heart of Hollywood, and there are many clubs, foremost of which is the Hollywood Athletic Club with a magnificent clubhouse and a membership of 1900. There are three women's clubs, the Woman's Club of Hollywood with 1500 members and a fine club house and auditorium leading. The Masonic and Shrine clubs have collectively more than 2000 members. Thirty-nine churches of all denominations are located here, many with over a thousand members.

A Y.M.C.A. with over 600 members and sisters to many times that number. A Y.W.C.A. (Studio Club) for young women employed in motion-picture work has recently been erected at a cost of [illegible] where good accommodation and meals at very moderate rates are obtainable.



*The make-believe and the real mingle in Hollywood. Here is a new picturesque residence in the hills of Hollywoodland, below one of the romantic picture palaces that have taken on modern conveniences.*

Nineteen public schools, two of which are junior high schools and two are senior high schools, enrolled 16,943 pupils and employed 620 teachers this year. In addition to these there are eighteen private schools with an enrollment of 2000 pupils and a Christian College with 650 students and the University of California, Southern Branch, with 5929 students and 300 teachers.

On Hollywood Boulevard a beautiful building houses the main public library and there are four branch libraries in prominent positions 'round about.

In addition to the many institutions already mentioned, Hollywood possesses a music center second to none in the world in the Hollywood Bowl, a natural bowl in the hills within a few hundred yards of Hollywood's principal theaters has been enlarged and formed into a great natural open-air auditorium with a seating capacity of 20,000. The music rendered there by the world's best known artists attract music lovers from all parts of the United States.

Hollywood is the most attractive and perhaps the most popular district of Los Angeles city. It has an area of twenty-two square miles, with a population [illegible] of about 140,000 and a population of 400,000 within a five-mile radius of Hollywood's business center. The altitude is from 270 to 1800 feet above sea level, with an average summer temperature of 76 high to 53.4 low, and in winter an average of 62 high and 46 low. From the foregoing facts it may be confidently predicted that the growth, culture and prosperity of this community in such a short space of time have not been equaled



# And C

**California pays mor[e] State. Her educatio[n] the demands of we[a]lth**

*By S. Fred H[ow]*

COMMUNITIES, like indiv[i]sees souls. Who says c[ul]destiny. Material de[v]without culture, is of short d[u]is a fruit that decays before [it]

Lack of education is a han[d]which no one who spends his y[ou]Angeles will be permitted to su[f]ation is free, text-books are fr[ee] amination and advice are fr[ee] isolated cases where the neces[si]tools are free. Occasionally a [d]ifficulty arises over the advisa[bi]lity of a bond issue for some proposed pu[r]pose; but never has a bond [i]ssue failed. Additional public schools failed [to] materialize. Every year education[al] problems arise, stately and spacious, [of] architecture, combining uti[lity] with beauty—veritable palaces of lea[rning]—are built. In no other city in America—in the world—does so much per capita on p[ub]lic education. In no other public scho[ol]



[illegible] a higher standard of instruc[tion] [illegible],000 pupils are registered this [year] [illegible] public schools in the city.

## *Colleges and Universities*

Los Angeles and adjacent communities are well equipped with higher educational facilities. In or near Los Angeles are the following eight universities and colleges, with a combined enrollment of more than 20,000 students: University of Southern California, Southern Branch, University of California, Occidental College, Pomona College, Redlands University, Whittier College, Loyola College, California Institute of Technology. These institutions are nationally known and high standards maintained. All [of] the Southern Branch of the State Univ[ersity] are supported by private endowments. [The] communities of vast wealth and [cul]tural ideals are such expenditures [for] educational purposes possible. This is [true] because Los Angeles county is the largest county west of the Hudson [River] in assessed valuation is more than [$2,000,000,000, and its actual valuation] is $5,000,000,000—and because the civic public spirit of the community [is] that those to whom the destinies [of] state and the nation shall later [be] shall be morally and mentally [fit] for that service.

The city as a corporation has reserved land for public pleasure [more] than any other American municipality. Griffith Park alone with 3751 acres

# standards—

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*The make-believe and the real mingle in Hollywood. Above is a new palatial residence in the hills of Hollywoodland; below one of the artistic picture settings that have influenced modern architecture.*

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# And Culture Follows Wealth and Leisure

**alifornia pays more per capita for schools than any other State. Her education, the stimulus of motion pictures, and the demands of wealth make the South a cultural center**

*By S. Fred Hogue*

OMMUNITIES, like individuals, pos-
ess souls. Who says culture says
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ithout culture, is of short duration. It
s fruit that decays before it ripens.
ack of education is a handicap from
ich no one who spends his youth in Los
eles will be permitted to suffer. Edu-
ion is free, text-books are free, medical
spection and advice are free, and in
ecial cases where the necessity exists
eals are free. Occasionally a division of
inion arises over the advisability of a
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ion as no other public school system



*Dr. Robert A. Millikan of Nobel Prize fame and instrument for detecting the powerful new earth ray at California Institute of Technology.*

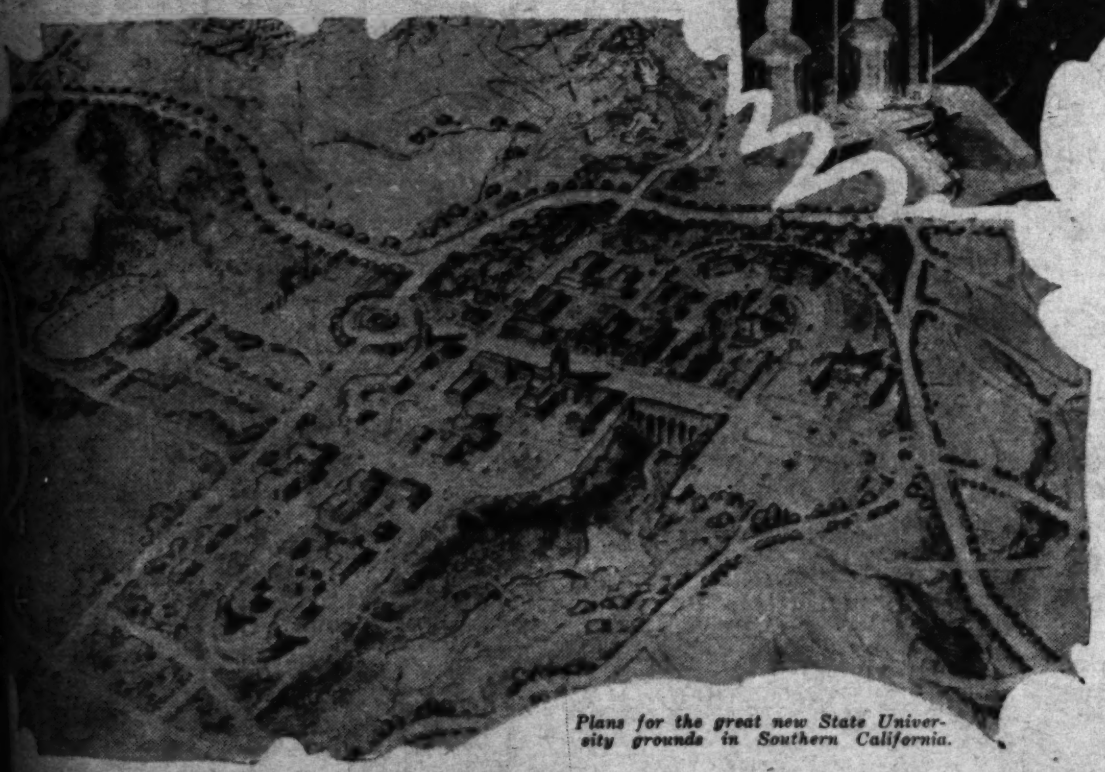
is about equal in area to all the parks of London or Paris, and it is but one of many.

Every school has its playground, open to the children the year 'round, and each section has its municipal playground, equipped for sports and athletic exercise, and with supervisors always on duty.

Exposition Park with its museum and art palace, its athletic Coliseum with seats for 80,000 spectators, its armory, its conservatory, its music stadium and its rose garden, presents in itself a symbol of the collective cultural spirit of the city.

In Los Angeles one who desires to "worship God according to the dictates of his own conscience" has a choice of more than 600 religious edifices to which he may repair to commune with others similarly minded. During the last five years 232 churches have been erected, at a gross cost of more than $12,000,000. It is a city of a thousand domes, cupolas and spires.

The architecture of the public and private edifices of Los Angeles could easily be symbolized as a pageant of the nations, and the centuries. There is period architecture and racial architecture. On the mountainsides are chalets more impressive than any to be found in the Swiss Alps; in the folds of the suburban hills nestle Roman villas. The romantic have restored the Byzantine period. The Saxon and the Goth have been true to the traditions of their native land. Other romanticists prefer replicas of the Moorish architecture of the period of the Alhambra. But the predominating note, due perhaps to the traditions of early California, is architecture of the medieval Spanish type.



*Plans for the great new State University grounds in Southern California.*

For a number of years, outside its educational institutions, Los Angeles lacked adequate municipal and county buildings. But this defect is rapidly being remedied. During the last year it completed a $2,500,000 public library building, and a $6,000,000 county building. Each is distinctive in architectural form, combining utility and artistic expression. A $5,000,000 City Hall is now under construction. These buildings form the nucleus of a civic center on which $50,000,000 will ultimately be expended.

### Million-Dollar Theaters

The increasing demand for entertainment is supplied by a greater number of fine theaters and playhouses than any other city of equal population in America possesses. Every three months sees a new "million-dollar theater" completed and the foundation for another laid. Yet the supply still falls short of the demand.

In the not very remote past any aspiring author with what he believed to be an exceptional drama hied himself with his manuscript to Broadway, New York. If it caused an explosion there, the echo would be fairly certain to sweep westward to the coast. But some of the recent "big hits" in New York were first staged in Los Angeles.

### An Art and Literary Center

Literature, music, painting and sculpture are represented in Los Angeles, not by a few individuals, but by whole colonies. The literary colony contains some of the famous American writers, and many of the popular ones. They say that they locate here because they find the environment inspirational. The kindred association creates an intellectual atmosphere. A bungalow here rents for no more than an attic in London, Paris or New York. Budding genius does not encounter the chilling frosts of the East and North. The sun always supplies enough fuel for warmth, and never too much.

Los Angeles is becoming the Mecca of the landscape artists from the shores of the seven seas. Nowhere has nature been more lavish with her masterpieces. One can go sketching at morning among the snow-clad mountains, at noon in the flowering valleys, and at sunset on the golden sands of an opal sea.

More landscapes were painted in Southern California during the last twelve months than in any other part of the country; and the art exhibitons were attended not only by local art lovers, but by art dealers of the East and Middle West.

Sales at the Stendahl and Biltmore galleries and at the Los Angeles Museum broke all former records. The spring and fall exhibitions of the California Art Club and of the Independents contained many canvases of exceptional merit.

As a music center Los Angeles has won both national and international repute. The symphony concerts at the famous open-air Hollywood Bowl, where an audience of 50,000 can be seated, are equaled nowhere in America; for there is never a night during the season when the performance is interrupted by rain or other forms of inclement weather.

Open-air concerts are given in the public parks the year 'round, and never lack generous attendance.

During the winter season the Philharmonic concerts are in high favor with the music lovers, and the recent grand-opera season broke all records, alike for merit of production and attendance.

### Great Libraries and Galleries

For the seed time of life we have our public schools, and for the harvest our libraries and art galleries. The Huntington Library possesses the most voluminous collection of rare books and manuscripts of any private library extant; and the Huntington art gallery contains some of the world's most famous canvases, including "The Blue Boy." Mr. Huntington has bequeathed the library and art gallery, together with the buildings in which they are housed and the land on which they stand, to Los Angeles county.

William Andrew Clark, Jr., recently gave to the University of California, Southern Branch, his unexcelled $5,000,000 library of English, French and American literature, including some 10,000 rare first editions and manuscripts.

The fame of Los Angeles as a center of culture has spread far; and it has attracted people of wealth and refinement from many lands. The heads of families come to spend here a well-earned leisure in the sunset of life, together with a generous part of their accumulated millions.

I came to Los Angeles in my youth in life's sunrise, and fell in love with it, as with a beautiful woman. I have grown old, but the bride of my heart is still young and beautiful. I have not grown rich, for wealth was not my ambition; but I have won a leisure in which to dream, and through my dreams pass visions of her future grandeur.

And my experience is that of tens of thousands of other residents of Los Angeles. Some have grown wealthy, all have grown old, but I have yet to find one who regrets a single year that he has passed within its gates, who does not join with me in my adoration of "Our Lady the Queen of the Angels."

# PICTORIAL MAP OF THE LOS ANGELES METROPOLITAN DISTRICT SHOWING CITIES, ETC., WATERWA

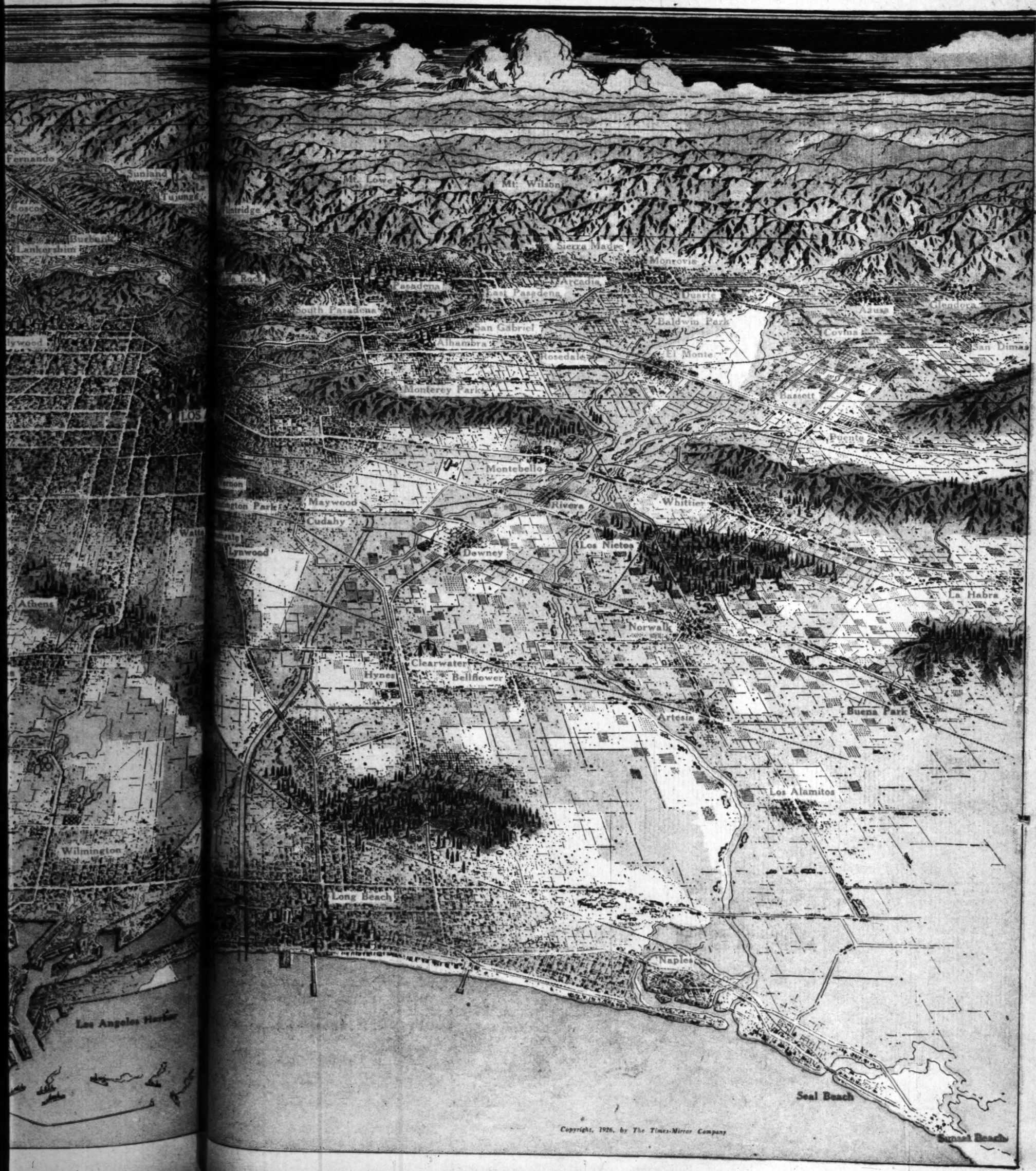



THE Los Angeles metropolitan area, here pictured, has since 1920 broken all world's records for percentage increase and for actual annual numerical increase in population, according to the official estimate of California State Controller, Ray Riley as of June 30, 1926. Based upon assessment rolls, regarded as the most accurate and conservative of all methods of population estimates, Controller Riley estimated the populations of the principal cities of this area on that date as follows:

| | |
|---|---|
| Los Angeles .. | 1,260,315 |
| Long Beach .. | 123,758 |
| Pasadena .... | 80,643 |
| Glendale ..... | 75,296 |
| Santa Monica .. | 40,797 |
| Alhambra .... | 22,229 |

On a similar basis the total present estimated population of the Los Angeles metropolitan area, that is, the area within a twenty-mile circle of the center of the city, is 2,128,481. Controller Riley estimates the total population of California, as of June 30, 1926, at 5,086,288.

T SHOWING CITIES, R WATERWAYS, RAILROADS, ETC. — BY CHARLES H. OWENS, OF THE TIMES STAFF




Copyright, 1926, by The Times-Mirror Company

# PICTORIAL MAP OF THE LOS ANGELES METROPOLITAN DISTRICT SHOWING CITIES AND WATERWA

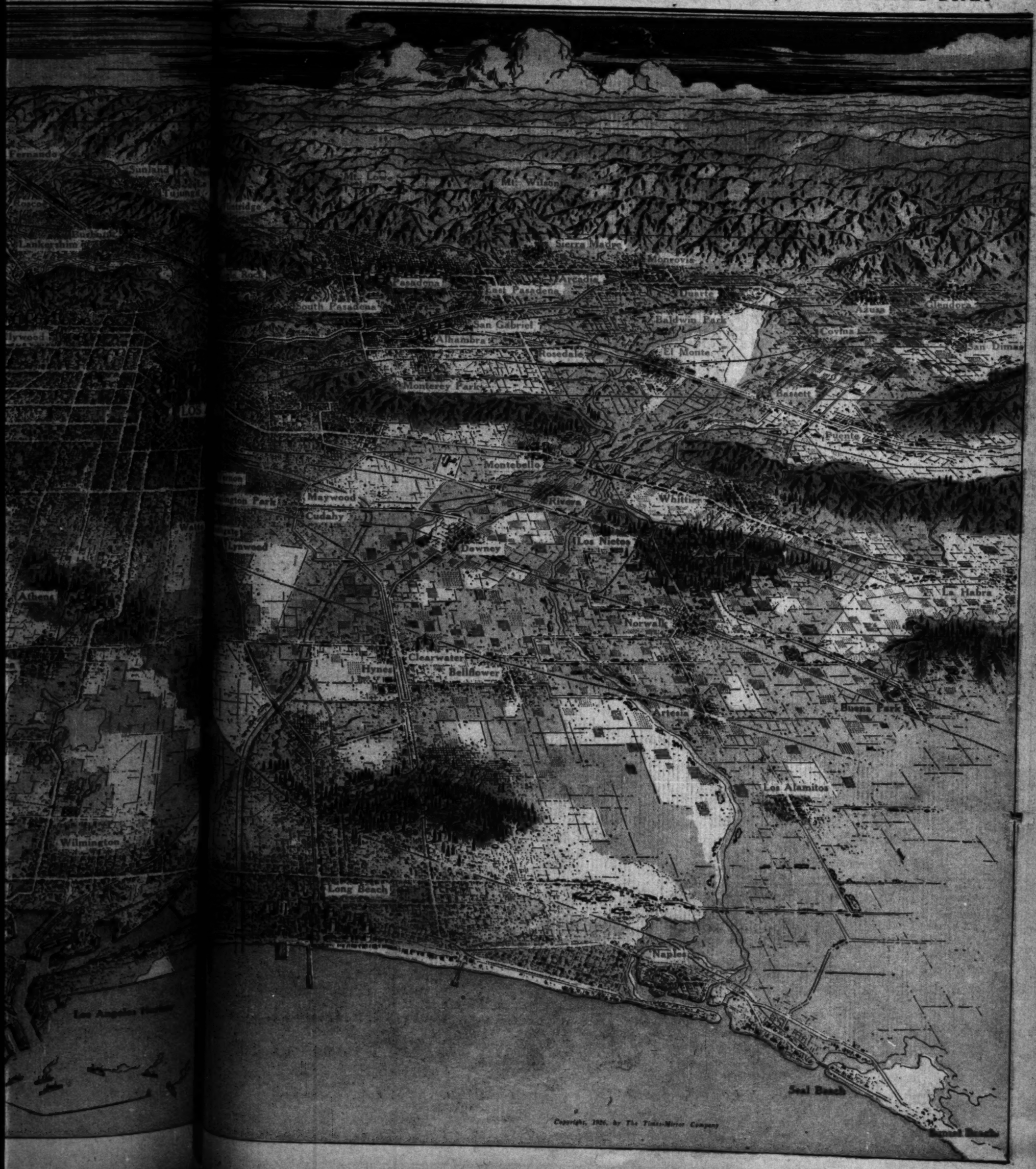



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|---|---|
| Los Angeles | 1,260,316 |
| Long Beach | 123,768 |
| Pasadena | 80,643 |
| Glendale | 75,296 |
| Santa Monica | 40,797 |
| Alhambra | 32,329 |

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# Advertisements—Business Announcements, Enterprises, Real Estate, Commerce

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature of and responsibility for which are shown in the notices themselves.]

## FULLERTON OIL COMPANY

Confining its activities entirely to oil production, this company controls hundreds of acres in the Fullerton-Whittier field, and besides has large acreage under lease in other districts, together with many valuable leases in Wyoming. Incorporated for $600,000 in 1900, the stockholders have received to date millions of dollars.

Each year the company sets aside a certain sum for development and the acquiring of additional properties, drilling and permanent improvements.

The Fullerton Oil Company is a closed corporation and is operated along very conservative lines. Operations are conducted only in proven fields.

The officers and directors of the company follow:

W. L. Valentine, president; W. F. Ball, vice-president; H. T. Severns, secretary; A. L. Ball, H. M. Dailey, H. W. O'Melveny and Martin Erickson, directors.

General offices of the company are Suite 1124 Merchants' National Bank Building, this city.

## SOUTHERN TOBACCO COMPANY

The Southern Tobacco Company, under the management of L. V. Lloyd, well known to the Pacific coast, has made remarkable strides since the beginning of the year, and, according to members of the tobacco trade, now ranks among the leaders of the tobacco jobbers.

The Southern Tobacco Company was organized in 1922. Despite antipathy of the "old line trade," the firm made repeated forward strides. In February, 1926, the stockholders of the company, feeling a splendid foundation for improvement had been laid, decided to reach out for more and better business. New blood was needed. The name of Lloyd was well known in the tobacco trade.

Lloyd was made manager. In six months the business of the Southern Tobacco Company became so large that larger quarters were needed, and Lloyd immediately jumped ahead of his competitors and bought the building of Skinner & Knecht, 1971 South Los Angeles street, the present home of the company.

The La Natividad, Optimo, La Palina, Van Camp, La Confesion and Garcia y Vega are a few of the brands the Southern Tobacco Company handles, as well as countless brands of popular cigarets and tobaccos.

## ZELLERBACH PAPER COMPANY

This institution is one of the largest of its character in the United States. The Los Angeles Division, which is one of a dozen or more maintained on the Pacific Coast by the Zellerbach Paper Company, is located at 220 South Los Angeles street, and its management is in the hands of J. Y. Baruh, who for a number of years has steadily increased the business and popularity of the company in Southern California.

Service and quality have ever been the goal of Manager Baruh and his efforts have been rewarded year by year by splendid expansion locally.

## J. C. FERGUSSON

Recognized as a diamond authority of long years' standing in Southern California, and with every facility at hand, John C. Fergusson, Suite 206-207-208 Haas Building, specializes in appraisements and the purchasing of precious stones. By the same token an exclusive stock of diamonds and jewelry to sell is one of Mr. Fergusson's features. The general offices are artistically appointed.

Implicit confidence can be placed in appraisement commissions intrusted and each transaction is handled for the very lowest fee commensurate with the service rendered.

## MILLER BOX & LUMBER CO.

Located at the junction of North Broadway and Pasadena avenue, with its yards and buildings extending along one of the banks of the Los Angeles River, the Miller Box & Lumber Company is an institution of twenty years' standing. Complete stocks of rough and finish lumber, sash and doors and roofing are specialized in.

In the box department the range covered is large. In varieties are included lock-cornered, perhaps better known to the general trade as dove-tailed construction. Large quantities of these boxes are manufactured by the company annually.

Still another very important undertaking of the company is its cutting and erection of garages and houses to order. Exhibits of this feature are maintained at the plant and literature is available upon request. Visitors are welcome and estimates will gladly be furnished without obligation.

The Miller Box & Lumber Company is one of the largest institutions of its character in Southern California. It keeps step pace with the development of Greater Los Angeles.

## HUNSAKER, BRITT & COSGROVE

FOR more than a third of a century Wm. J. Hunsaker and E. W. Britt have been associated in the practice of law. The partnership relations between them were originally initiated in San Diego in 1887, but for the last quarter of a century the firm has had its offices in Los Angeles. The original firm of Hunsaker & Britt was reorganized several years ago. At present it consists of Wm. J. Hunsaker, E. W. Britt, T. B. Cosgrove, for several years city attorney of San Diego, Daniel M. Hunsaker, son of Wm. J. Hunsaker, and Robert B. Murphey, for several years assistant county counsel of Los Angeles County.

## William R. Staats Co.

*(Established 1887)*

Government, Municipal
*and*
Corporation
BONDS

640 S. Spring St. Los Angeles
311 E. Colorado St. Pasadena
San Francisco
San Diego

## HARVARD SCHOOL

*An Accredited School for Boys*

27th YEAR

R. O. T. C. UNIT

Pupils received in any grade from the Sixth through High School

Rt. Rev. Joseph H. Johnson, D. D., Bishop of the Episcopal Diocese of Los Angeles, President.

*For catalog, address*

The Rev. R. B. Gooden, D. D., Headmaster
1601 S. Western Avenue, Los Angeles, California.

## WEST COAST GLASS COMPANY

Established in 1918 the West Coast Glass Company is the largest exclusive bottle manufacturing institution on the Pacific Coast. The territory served extends from Santa Barbara on the North to the Mexican line on the South. The plant buildings cover three and one-half acres in the Industrial District of Greater Los Angeles in Vernon on Slauson avenue near Boyle.

This plant is equipped with adequate storage facilities and bottles can be had for quick delivery at all times.

Since organization the West Coast Glass Company has been managed by Mr. William Carter, Jr., who has brought the operations to a point where 100,000 square feet of floor and yardage space is needed to take care of the annual output. Tools and machinery are constantly improved to take care of the rapidly increasing business of Southern California's creamery industry.

The plant operates continuously except for brief shut-down periods to thoroughly overhaul machinery.

WE call your special attention to the merit of our "SANE FOURTH" series, which we first introduced to comply with Los Angeles city ordinances, season 1913.

This line has now become a standard for many cities, owing to its harmless character.

Every piece is labeled with instructions.

Every piece is well made and carefully finished.

Every piece is salable, there are no wasters.

There are NO EXPLOSIONS, hence NO HURTS, which explains the increasing yearly sales.

We suggest you feature HARMLESS FIREWORKS and perpetuate the use of pyrotechnics for FOURTH OF JULY CELEBRATIONS.

By "HARMLESS," we infer Fireworks devoid of explosion or poisons.

N. B.—We sell our goods by sample, we deliver EXACTLY like sample.

WE SPECIALIZE IN FLARES, FLASH POWDER, SMOKE EFFECTS AND AIRPLANE SPECIALTIES. SPECIAL LINE FOR MEXICAN TRADE.

## Los Angeles Fireworks Company

MANUFACTURERS, IMPORTERS, JOBBERS
Telephone VAndike 5691 410 East Third Street
LOS ANGELES, CALIFORNIA

*In operation every working day since 1887*

## *The Same Yesterday, Today and Tomorrow*

California
STREET IMPROVEMENT BONDS
*The Uniform Investment*

Issued by incorporated cities
Secured by well-located real estate
Ahead of all mortgages (present or future)
A generous yield (6% to 7%)
Complete tax exemption
Denominations $100.00 upwards

7% The House of TAX FREE STREET BONDS

The Elliott-Horne Co.
623 South Hope St. Los Angeles, TR 6600
Also Oakland
BOND DEALERS SINCE 1904

## WILL F. PECK CO. *Excavating*

*Street Construction*
*Storm Drains Sewers*

1120 N. LAS PALMAS AVE.
TEL. HE. 9775
LOS ANGELES, CAL.




## INSURANCE

FOR EVERY NEED

*No Matter How Unusual the*
*PROTECTION*
*desired, we will write it—if it can be written.*

CARLE L. WILLIAMS CO.
Established 1895

Pacific Nat'l Bank Bldg.
Phone TUcker 5551
Los Angeles

INSURANCE REAL ESTATE

131 E. First Street
Phone 632-38
Long Beach

INSURANCE COUNSELLORS FOR 31 YEARS

# l Estate, Commerce

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Elliott-Horne Co.
623 South Hope St.
Los Angeles, TR-6466
Paid-up Capital One Million Dollars
D DEALERS SINCE 1904

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Unusual the
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f it can be written.
LLIAMS CO.
es —
131 E. First Street
Phone 632-38
Long Beach
RS FOR 31 YEARS



EAGLE TWIST

A PRODUCT OF CALIFORNIA

PIONEER PACIFIC FABRICS

HE EAGLE TWIST FABRIC immediately found its place in the Clothing Trade.

The discriminating wearer of clothing realizes the necessity of selecting an ALL VIRGIN WOOL CLOTH manufactured by experienced men using up-to-the-minute methods.

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PLANT AND SELLING OFFICES

LONG BEACH, CALIFORNIA

December 28, 1926.]




# The Miley Petroleum Exploration Company

**INCORPORATED April 12, 1926, the Miley Petroleum Exploration Company, with an authorized capital of $5,000,000, offers for public subscription 100,000 of its 200,000 shares at par value, $25.00 the share. In order to fully realize the great attractiveness of the investment opportunity offered, a few pertinent facts regarding the successful operations of E. J. Miley, its founder, and the Miley Oil Company which acts in conjunction with it, are in order.**

**The Miley Oil Company forms the operating nucleus of the Miley Petroleum Exploration Company, sharing with it its entire field and administration organization which includes Geological Staff, Land and Leasing Departments, Engineering, Production and Sales Departments. Thus, the functioning capacity of the Miley Petroleum Exploration Company receives into the financial and land purchasing division of the combination. By this arrangement the Exploration Company is at once a completely functioning institution that under other conditions would take years of time to develop or even duplicate with even comparable efficiency. Immediately at its disposal are operating facilities that would nominally require an investment of at least $1,000,000.**

**The Miley Petroleum Exploration Company will profit by the proven theories and dependable practices of the Miley Oil Company, that have made oil exploration a matter of scientific research and have practically eliminated the speculative situations universally associated with it.**

**The investing public is offered an unusual arrangement whereby it may participate in the development of oil with every possible protection thrown around its investments by subscribing to stock of The Miley Petroleum Exploration Company. Here is a splendid opportunity for the public to share on an especially liberal basis the immense profit potentialities that are attached to intelligent operation of oil development and production.**

**The integrity and ability of Mr. Miley and the complete efficiency of his organization are wholly borne out by prominent bankers and oil men. These valued opinions are fully sustained by the indisputably successful record of Mr. Miley. Outstanding milestones in his career are:**

**President and General Manager, with a controlling interest, of the Miley Oil Company, a $10,000,000 corporation—President and General Manager, and 50% owner, of the Miley Petroleum Exploration Company—President and General Manager, and principal owner, of the State Consolidated Oil Company, an organization that has been on a substantial production basis for more than twenty years, with an unbroken record of consistent dividends—organized and was one of the major owners of the Pacific Petroleum Corporation, and until later sold to the United Oil Company for a very large consideration, served as its Vice-President and General Manager—Discovered the rich and famous Ventura Avenue Field, the production of which is predicted to exceed that of Signal Hill. Many claim this field will prove to be the richest oil area in the world—Substantially assisted in proving extensions of McKittrick Field—Driller of the deepest producing oil well in the world, successfully bringing in oil production from the unprecedented depth of 7,591 feet—Recognized as one of the most successful independent operators in Western fields—Successfully operated in 14 major fields and a number of minor fields—Has proven up extensions to several well established fields, including Signal Hill, Athens-Rosecrans, McKittrick, North Midway, Huntington Beach and Torrance.**

**This is an unparalleled record of individual successes.**

**An article appearing in a recent issue of the "Coast Banker" paid high tribute to the qualities of Mr. Miley. Here is an excerpt:**

**"In every phase of human activity, where progress and achievement offer testimony to man's energy and ingenuity, courage and vision, there is almost invariably revealed some one individual whose record of accomplishment places him in an eminent position. And yet among these leaders in different avenues of productive endeavor are found men who, although famous within their own particular fields of occupation, are, curiously enough, virtually unknown to the public at large. They have hewn their marks, conquered their goals, builded their structures of success and made notable contributions to the advancement of their industry, quietly and unostentatiously, unheralded in the public prints. These observations come immediately to mind in starting to write a story about one of the most interesting figures in the Western Oil industry—E. J. Miley, President of the Miley Oil Company, of Los Angeles."**

**It was in the hectic days of 1900 that Mr. Miley began his career as an oil explorer and operator, and it is a very significant fact that his original well is still producing, after 25 years of operation.**

**The Miley Petroleum Exploration Company was organized for the purpose of extending the operations of the Miley Oil Company, a well-established and highly successful operating institution. Before the immediate program of the Exploration Company is complete, it should have several proven oil structures. Not more than one good proven structure is required to make a complete success of this company, and already it holds proven and semi-proven property.**

**Early absorption of the limited issue of 100,000 shares offered to the general public is anticipated, at par, $25.00 a share.**

**One prominent financial writer who recently made a thorough inspection of the operations and properties of the Miley Oil Company, and analyzed the arrangements under which the company would co-operate with the Miley Petroleum Exploration Company, referred to it as an "Unprecedented policy on the part of an oil operator," further adding:**

**"Never in my career, dating over a period of about half a century, have I heard of a more unselfish and conservative procedure than this plan of Mr. Miley's."**

**Under the terms of the permit issued by the State Corporation Commissioner, the capital stock issued to Mr. Miley is placed in escrow and does not participate in the payment or accrual of dividends until such time as all stockholders purchasing shares shall have been paid dividends equal to the entire amount of their investment.**

**Further particulars regarding the public stock subscription offering can be had upon application to The Miley Petroleum Exploration Company, Security Department, Twelfth Floor, Pacific Finance Building, No. 621 South Hope Street. Telephone FAber 5100, Los Angeles, California.**


OLE HANSON'S



The Spanish Village SAN CLEMENTE





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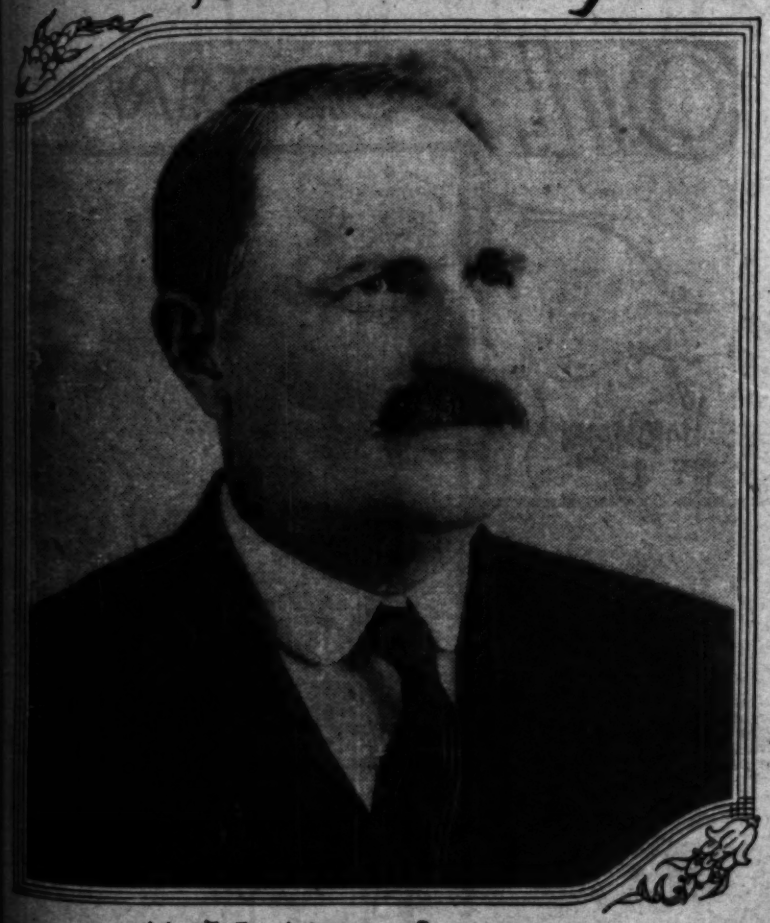
SAN CLEMENTE was founded December 6, 1925, just midway between Los Angeles and San Diego. The growth and development in a single year have been truly remarkable. *Write for full information.*

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713 Sun Finance Building
LOS ANGELES

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## ARCHITECT AND ENGINEER
905 TRANSPORTATION BLDG., LOS ANGELES, CAL.
PHONE · TUCKER · 9445




# Past, Present and Future of Oil Production



M. H. Mosier

"CRUDE OIL and its refined products are fast becoming the necessity and luxury of the everyday world," said M. H. Mosier.—"Civilization as we know it could not long exist without that service. From now on the hand that turns the drill will steer the wheel that moves the world upon its course toward better things. When January 1, 1927, meets the largest crude oil production the United States has ever had, the consumption will be increasing so rapidly that, much too soon, the question of needed supply will again claim the serious attention of those interested in the vital question of the production of crude oil."

Mr. Mosier contends that the history of the past must be our guide for the future. "With more than fifty years' experience in the producing oil fields, I look back to only exhausted wells in depleted territory," continued Mr. Mosier, "to the end that I now find Signal Hill, Long Beach, California, is producing more crude oil per day than all of the seven oil producing states east of the Mississippi River."

That is one of the reasons why The Petroleum Company made its purchase of Signal Hill producing properties recently. While new discoveries offset depletion we will have a plentiful supply of gasoline, and other crude oil products, but the end of prolific new discoveries must come some time, west of the Mississippi, as it has east, so that those of us who desire to continue as live oil producers must diligently search for new sources of supply, that will take care of the depletion, as well as the increase of consumption.

Mexico has furnished its quota, and now the principal marketers are looking to South America for the supply that their past experience tells them they must look for. The Island of Trinidad and Venezuela are having a vigorous development campaign, with good results, for a future supply of high grade crude oil.

"The United States of Colombia will soon be called upon to contribute its share of crude oil through the ambitious development of the large marketing companies, to the end that the result will be gratifying to Colombia," said Mr. Mosier.

"I have staked my all that she will respond promptly and nobly in quantity and quality. Because of this assurance, I have lately purchased, in fee simple, from private ownership, six million acres of land located in some river valleys of Colombia, where heavy sedimentary deposits from the erosive strata of the several ranges of the Andes Mountains carry in surface gravel and sand, much free platinum and gold. Thick coal measures, with anticlinal trend from the northeast to the southwest, indicate high grade crude oil deposits in merchantable quantities under the coal, but within easy drilling depth at nominal cost.

"Visualizing the necessities of the future, and desiring that this high grade production shall be used to develop Pacific industrial trades, I am ready to divide with others the surplus land beyond what I can care for individually, and will lease, or sell in blocks of not less than 100,000 acre tracts each, to such concerns as can satisfy me of their ability, mechanically and financially."

All the world is speeding up, and the responsibility of furnishing the power and lubricating the track must of necessty rest upon the live, progressive oil producer. The United States will not always have nine-elevenths of the automobiles in use.

The Pacific Island native family looks well, feels happy and acts politely on the road when you meet them out on Sunday afternoons. Water Buffalo buggy rides will no longer satisfy or continue to compete with the Ford car. The flight of used cars is always west. So keep your good gasoline weather eye on the Pacific Islands.

"I have just returned from a trip to them," said Mr. Mosier, "where I learned much of the native and his desire to become Americanized, and the whole family takes kindly to the many luxuries to be had from the use of crude oil products."

# SCIENCE OUTSTRIPS THE CRIMINAL



J. CLARK SELLERS IN HIS LABORATORY




"'THE PERFECT CRIME' never has been committed and probably never will be. Every action leaves a clue as to who did it," says J. Clark Sellers, the well known Handwriting Expert and Criminologist of Los Angeles.

He also makes the startling statement that often circumstantial evidence is much stronger and more conclusive than so called eye witness testimony. For example he states that "the mute, material evidence incorporated in every wrongful act, such as the halting, hesitating stroke of the forger, the bullet in the murdered man, blood stains left at the scene of a crime, speak volumes of what actually occurred and who committed the act, and more accurately to the trained obeerver than the testimony of excited witnesses who are usually poor obeervers and are frequently prejudiced in favor of one side or the other."

These mistakes of the average observer in their statements both on and off the witness stand lead Mr. Sellers to do some serious thinking, and resulted in his attempting to search out the physical facts and properly interpret them and so illustrate them in Court that judge and jury could see for themselves what the actual facts were regardless of the statement of witnesses.

His experience covering many years of illustrating physical facts in Court are more remarkable in many cases than the strangest fiction.

### PAID THE PENALTY

About two years ago Wilfred Hey came to the United States from England. He went to Detroit and deposited his life's savings in a bank. Later he met Joseph Watts, the two young men became friends and Watts proposed a trip to California in his car. Hey accepted and all went well until they arrived in Ogden, Utah, where they ran out of money. They remained in Ogden while Hey sent to Detroit for money to continue the trip. They then continued toward Los Angeles.

A few days later a man presented himself at a Los Angeles Bank and identified himself as Wilfred Hey, requested the bank to send his savings book to Detroit to transfer his money amounting to $1220.00 to Los Angeles, which the bank did. When the money arrived the bank required a personal identification so the man brought another man to the Bank who identified him as being Wilfred Hey.

A few weeks later a body was found on the desert near the California-Nevada State line. The head was battered in. The flesh had been eaten away and all marks of identification stripped from the clothing. It looked like the perfect crime, no clues. Truly here was a stranger in a strange land. However, a second very careful examination revealed a small piece of paper in the watch pocket of the trousers on which was a small amount of writing and the name of an Ogden Bank. From this small clue the case was solved, the body was identified as being Hey and Watts was arrested for his murder.

Mr. Sellers was called into the case by District Attorney Johnson of San Bernardino County, examined the handwriting of Joseph Watts and the signature of Wilfred Hey on checks at the bank on which the payment of the money from Detroit had been obtained and he pronounced these signatures of Wilfred Hey to be forgeries and stated they were in the handwriting of Joseph Watts. This important evidence was presented at the trial of Watts. In commenting upon the evidence of Mr. Sellers the San Bernardino Sun stated, "Spectators yesterday learned why they dot their i's and cross their t's. J. Clark Sellers, a nationally known handwriting expert, testified for hours identifying Watts' handwriting in the signatures of Wilfred Hey on checks by which Watts obtained Hey's bank account. Sellers explained in detail that the characteristics of a writer in his writing seldom change and that it is virtually impossible for him to change his writing so that the authorship cannot be detected if the expert is permitted to study the natural handwriting of the writer."

Watts was convicted and paid the penalty by hanging on Friday, Oct. 5, 1926. With him was hanged Mauricio Trinidad, convicted of murdering Louis Hernandez. Mr. Sellers was also a witness at the trial against Trinidad.

The man who identified Watts at the bank as being Hey was found to be the brother of Joseph Watts and was convicted and sent to San Quentin for his part in aiding his brother to fraudulently obtain Hey's money.

### THE EXPERT WITNESS

The expert is occasionally approached with the request to color or change his opinion, and it is in such cases that the integrity of the expert is tested. Mr. Sellers has become noted for his impartiality, his eagerness to discover the truth and his valor in defending what he conceives to be right. In California there is now a State law empowering the judges to call in expert witnesses to enlighten the Court on a technical problem and many judges have sought the assistance of Mr. Sellers in his field on such occasions.

A trip to the office and laboratory of Mr. Sellers is at once both interesting and enlightening. There you will see microscopes, little and big ones; cameras for different purposes, one of them five feet long, another one mounted on an iron base especially constructed for making photographs through high powered microscopes; micrometers for making measurements, specially constructed measuring instruments ruled on glass, and chemicals for making tests. All instruments of precision to enable the examiner to come to accurate conclusions.

### TYPEWRITING INDIVIDUAL

Many persons believe that all typewriters are alike and that the typewriting furnishes a perfect disguise for the swindler who inserts an extra page in a will or adds an extra paragraph to a contract, or attempts to extort money by threatening letters. Nothing could be further from the truth. Typewriting can be definitely tied up to the identical machine on which the document was written, Sellers declares. Moreover, it is sometimes possible to establish that a certain document was written by a certain typist.

L. R. Adams, Chairman of the Board of Supervisors of a California County, for successful over a period of four years in forging and cashing county road warrants until District Attorney Utley noted a similarity between the handwriting on three different warrants endorsed by separate names, he submitted all of the warrants under those three names covering a period of more than four years amounting to more than $23,000.00, to Sellers for laboratory examination. Mr. Sellers soon submitted a report declaring the warrants forgeries. The accusation and trial of Adams was a sensation. Sellers was an expert witness for the State, the jury conferred less than twenty minutes and came in with a verdict of guilty.

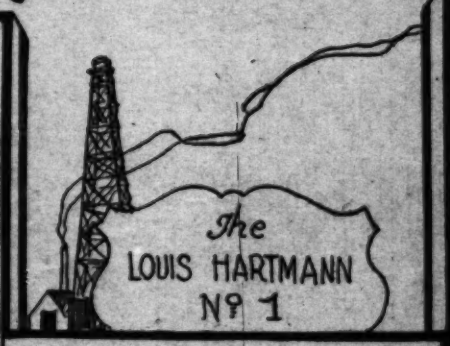
Sellers is just as anxious to vindicate the innocent as to convict the guilty.

In the famous Fee Case in which William Fee, well known San Gabriel and Alhambra banker, was found dead in Lytle Creek Canyon, it was the report of Sellers which established that Fee had dropped dead and was not murdered which cleared four young people of being accused of causing his death and saved the State a large sum of money in a useless prosecution of innocent persons.

Not all of his cases are criminal, being handled many civil matters, including many noted Will Cases. The office of Mr. Sellers is located at 1021 Title Insurance Building.


VISTAS OF
VENTURA HOLDINGS
OF THE
BOLSA CHICA OIL COMPANY















At left: Pacific National Bank Building, Ninth and Hill Sts., Los Angeles; Architects, Morgan, Walls and Clements; Contractor, Robert E. Miller; Steel fabricated and erected by the Union Iron Works of Los Angeles.

Below: Western Glass Company, Fullerton, Calif. Plant designed, fabricated and erected by the Union Iron Works of Los Angeles.

PACIFIC NATIONAL BANK

UNION IRON WORKS LOS ANGELES



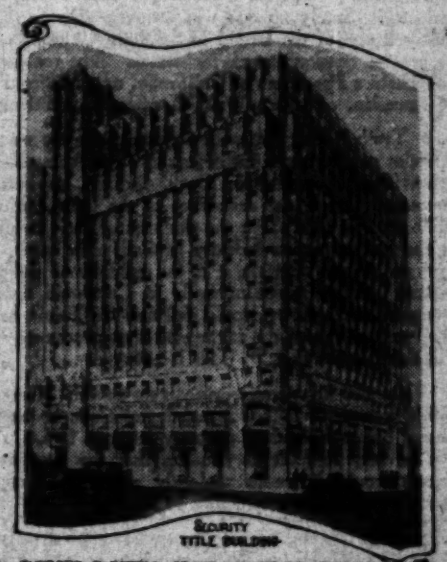
WESTERN GLASS COMPANY

# Progress Demands Steel

STEEL insures strength and security! We are pleased to have participated in the Southland's progress as fabricators and erectors of the steel for many outstanding structures—both modern office buildings and industrial plants.

## Westype STEEL INDUSTRIAL Buildings

Westype Steel Industrial Buildings are designed to meet most efficiently the economic and production needs. Westype is not a "ready-cut" structure—it is custom built to meet industrial requirements.



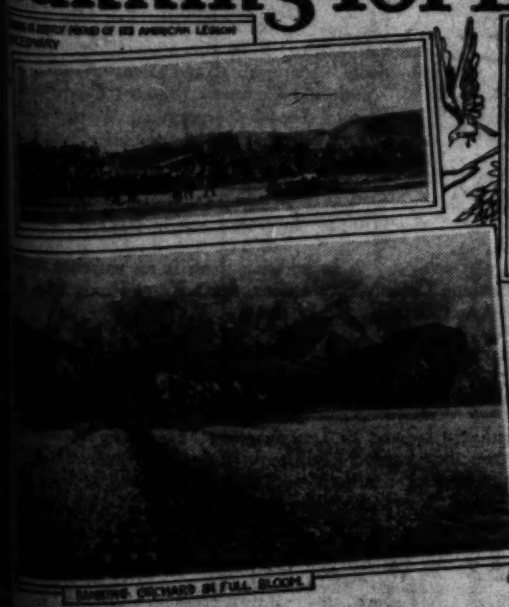
At right: Security Title Building, Sixth and Grand, Los Angeles; Architects, Walker and Eisen; Contractors, Edwards, Wilder and Dixon; Steel fabricated and erected by the Union Iron Works of Los Angeles.

SECURITY TITLE BUILDING

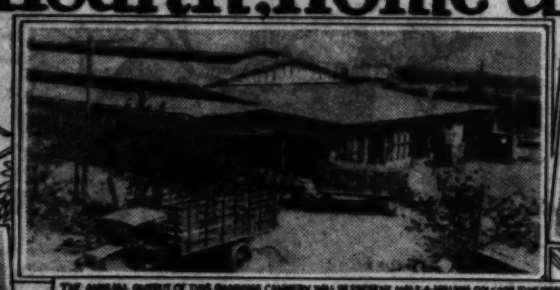
FABRICATORS AND ERECTORS of STRUCTURAL STEEL - SHEPARD ELECTRIC CRANE & HOIST EQUIPMENT

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# Banning for Health, Home and Happiness



BANNING ORCHARD IN FULL BLOOM



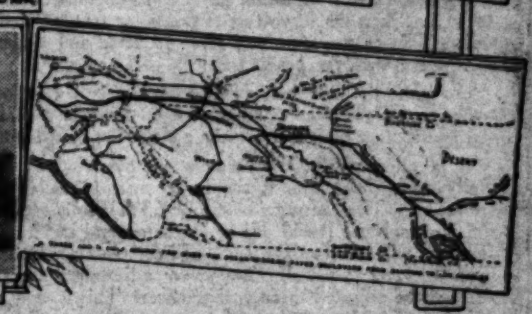
THE ANNUAL OUTPUT OF THIS BANNING CANNERY WILL BE PRESENT HALF A MILLION DOLLARS THIS YEAR



BANNING'S SPLENDID UNION HIGH SCHOOL



BANNING'S IMPOSING SAN GORGONIO INN IS CONDUCTED IN BUNGALOW PLAN



BANNING, Riverside County, California, is one of those IDEAL SPOTS where people live NORMAL LIVES; Where come for INSPIRATION and where become ADORERS OF BEAUTY.

THE HEALTH-GIVING PROPERTIES OF ITS CLIMATE ARE UNEXCELLED ANYWHERE IN THE WORLD.

BANNING NESTLES IN SAN GORGONIO PASS BETWEEN SOUTHERN CALIFORNIA'S TWO HIGHEST MOUNTAIN PEAKS, SURROUNDED BY ORCHARDS, AND BORDERED BY THE UPPER REACHES OF THE COLORADO DESERT. For aesthetic beauty, no western city can excel Banning.

BANNING has a population of over 2500, paved streets, gas and municipality-owned and operated electricity. Its institutions and organizations include every-thing any other progressive California city has to offer. It is growing rapidly.

BANNING IS AN IDEAL HOME CITY WITH ITS PROPER SOCIAL, EDUCATIONAL AND RECREATIONAL ENVIRONMENT FOR ITS CHILDREN, AND A PLACE WHERE YOU CAN HAVE THE BEST OF HEALTH AND ENJOY IT.

Physicians have for years been sending their patients suffering from respiratory disorders to Banning sanatoria because they recognize Banning's superior climatic advantages.

ONE OF THE OUTSTANDING FEATURES OF BANNING IS ITS AMERICAN LEGION SPEEDWAY. HOLIDAY RACES ARE HELD THAT ATTRACT THE FASTEST RACING CARS AND THE MOST FAMOUS DIRT TRACK DRIVERS IN THE PACIFIC WEST.

BANNING is the largest almond growing district in Southern California. This year's output will be 500 tons. Almond trees are the first to bloom in the spring and during January, lovers of beauty journey far to see them.

BANNING enjoys an almost continuous fruit-growing district and the principal acreage is covered with peaches, apricots, pears and prunes. Canneries, packing and shipping and drying establishments take care of the marketing of the fruit.

BANNING drinking water is unexcelled. The supply is developed from San Gorgonio Canyon and the organized fruit growers own the system.

BANNING EXPENDED $100,000 ON ITS SEWER SYSTEM THIS YEAR.

BANNING'S unusually moderate climate is due to mountain barriers to North and South, the cool mountain air and the warm desert air mingling. Humidity here is at its lowest ebb. The average mean temperature is 60 degrees the year 'round with an average of 345 days with sunshine.

BANNING in brief is a place where you can find COMFORT, SCENIC BEAUTY AND PERFECT HEALTH EVERY DAY IN THE YEAR.

BANNING IS A SUMMER AND WINTER RESORT AND OFFERS OPPORTUNITIES UNSURPASSED TO THE TOURIST, HOME-SEEKER AND INVESTOR.

BANNING IS ON THE MAIN LINE OF THE SOUTHERN PACIFIC RAILROAD AND ON THE PAVED HIGHWAY THROUGH THE GREAT IMPERIAL VALLEY.

There is a WELCOME FOR YOU in Banning and an organization waiting to be of service to you when you come.

MAIL THIS COUPON TODAY!

SECRETARY CHAMBER OF COMMERCE,
BANNING, CALIFORNIA

Please send me complete information about your section.

NAME .....

ADDRESS .....

CITY .....

STATE .....

# Banning Chamber of Commerce
*Banning* *California*

# SOME OF THE THINGS THE MOTION PICTURE PRODUCERS ASSOCIATION HAVE DONE FOR THE BENEFIT OF THE INDUSTRY IN SOUTHERN CALIFORNIA

By HENRY K. SILVERSMITH

HOW MUCH SERIOUS THOUGHT does the average person give to the functioning of large industry?

Too often everything, good, bad or betwixt and between, is taken for granted. Take for example the constructive steps taken by the Motion Picture Industry. Surely no one will seriously dispute the fact that the motion picture industry is one of the largest in Southern California. Because Hollywood happens to be general headquarters is incidental. The real issue is, do the Association of Motion Picture Producers of California, and Motion Picture Producers and Distributors of America, of which Will H. Hays is president, "deliver the goods"?

Truth is that the motion picture industry means exactly the same thing to Los Angeles and Southern California that the Automobile Industry in Detroit or the United States Steel Company in Gary, Indiana, mean to those sections of our common country. Just as the executives of the latter institutions are intelligent business men fully capable of shaping the destinies of their industries, so do the leading producers in the motion picture industry in California know, understand and solve their industrial problems. Certain it is the millions of dollars these executives in the motion picture industry spend annually in California must be well spent and not wasted, otherwise the industry would fail and California be vitally affected. At times wild-eyed writers create the impression that producers spend their money "like drunken sailors." This is not true.

Careful investigation reveals an entirely different state of affairs. With millions of dollars invested, not alone in the motion picture industry but in individual property interests in Los Angeles, it should not be very difficult to visualize that the best interests of all producers would be more zealously guarded through co-operation with the community in general.

With this end in view the endeavor of the Association of Motion Picture Producers is to have the working conditions in the industry the very finest in the world and to co-operate to the fullest extent with all city, county and Federal departments to a point beyond anything required by law, ordinances, etc., in order to make conditions still better.

The year just ending has been a banner one for the producers from the standpoint of co-operation with every civic organization in Los Angeles. Specifically, some of the accomplishments now in effect are with regard to working conditions of children in the industry, the establishment of a free casting bureau for extras, the establishment of a fire department in each studio, with each fire-fighting crew properly trained under personal direction of Fire Chief Scott of the Los Angeles Fire Department; full support given Community Chest, the American Legion, etc.; Motion Picture Relief Fund and Hollywood Studio Club.

Recognizing the fact that all companies on location are ambassadors of the motion picture industry the producers made every effort to leave every location in exactly the condition in which it was found. Careful investigation fails to reveal a single case of displeasure where executives of the Association of Motion Picture Producers were concerned.




Another very important piece of co-operation with civic authorities by the producers has been the furnishing of prints for running in theatres during forest fire hazards. This co-operation was given to State and Federal authorities with the entire cost falling upon the producers.

Again, the producers entered heartily into a nation-wide investigation with reference to alleged cruelty imposed upon animals used in the industry. This charge, like many other malicious attacks against the industry as an entirety, was disproved.

In other words, the Association of Motion Picture Producers, Inc., of Hollywood, California, is simply an aggregation of Southern California's leading producers. The executive offices at 6331 Hollywood Boulevard are simply a general clearinghouse presided over by the general secretary and his assistants, every one of whom will receive suggestions and complaints. Courteous treatment is assured all. From the civic point of view, every adjustment necessary to the public good can and will be adjusted through this office. This is well evidenced at the present time. It is but a simple statement of fact when the assertion is made that at this time the very finest working conditions in the industry prevail in Los Angeles.

Take for example the establishment of the free casting bureau for extras. This was done to relieve casual employees of financial burden and to really facilitate employment. Also the establishment of this bureau had a much broader conception. Ultimately it is the hope of the producers that this agency will drive out permanently from Los Angeles all fake bureaus. There is today no need for the "extra" to pay any fee to secure employment with any of the leading producers.

Let us look for a moment at the producers' co-operation with the Department of Child Welfare. First the child must be accompanied by his parents or guardian, a teacher must be employed, paid for by the producer, to teach the child; the child shall have three hours' study and at least one hour of recreation, which means that the actual working time of the child cannot exceed four hours. In reality, a child is before the camera very often as little as five minutes in a day and rarely more than an hour and a half.

The improvements worked out voluntarily between the Department of Child Welfare of the Los Angeles Board of Education and the producers, due to the joint desire to look after the child's welfare, includes a thoroughly equipped and permanent school room on each lot. Already the plan is in successful operation in many studios, each employing a teacher by the year. All teachers employed by the studios are selected by the Board of Education and are either certified or are cadets nearing the completion of all required University work. This is all paid for by the producers.

Just a few additional thoughts on the establishment of the free casting bureau for extras. The economic results have been more far-reaching than anything yet done in relation to employees. Automatically it wiped out of existence all questionable employment agencies, makeup schools, schools for acting, modeling schools and other pretended agencies preying on a gullible public and giving nothing in return.

It is interesting to note that annually this industry has over 225,000 placements of casual labor, the largest number of casual labor placements of any industry.

Constructive measures put into operation by the producers in Los Angeles benefit the entire film world. Hearty co-operation was given the nation-wide plan for weekly cinema programs especially selected for school children at a price commensurate with the school child's purse; and there was the organization of the Motion Picture Relief Fund of America, with necessary financial endowments from the industry's leaders to make possible the establishment of two homes, one in Los Angeles and one in New York, for sick, aged and indigent employees.

Another evidence of the sincerity of the producers was their aid in raising the fund to build a new home for the Y. W. C. A. of Hollywood Studio Club, conducted for the benefit of girls engaged in motion picture work.

Whole hearted support has been given to the Community Chest activities.

What could be of more vital importance to this community than each of the things enumerated?

The Association of Motion Picture Producers of California is a non-profit organization. Its membership includes the following:

Christie Film Company, Cecil B. DeMille Picture Corporation, Douglas Fairbanks Pictures Corporation, Famous Players-Lasky Corporation, F. B. O. Studios, Inc., First National Pictures Corporation, William Fox Vaudeville Company, Samuel Goldwyn, Inc., Harold Lloyd Corporation, Metro-Goldwyn-Mayer Corporation, Metropolitan Pictures Corporation, Hal E. Roach Studios, Joseph M. Schenck Productions, Mack Sennett, Inc., Universal Pictures Corporation, Warner Bros. Pictures, Inc., and White Productions, Inc.

In addition there is an associate membership of the following: Corinne Griffith Productions, Inc., Kane Productions, Inc., Mary Pickford Company and Sam E. Rork, Inc.

The present officers of the Association of Motion Picture Producers, Inc., are: Jesse L. Lasky, President; Irving G. Thalberg, First Vice-President; M. C. Levee, Second Vice-President; Fred W. Beetson, Secretary-Treasurer.

This tremendous industry belongs to Los Angeles. Here are made the motion pictures that make thousands laugh in Portland, Maine, and that bring tears to the eyes of audiences in Glasgow, Scotland; and that make wives in Cape Town say to their husbands, "I must have a dress like that."

The motion picture producers spend $100,000,000 a year in Los Angeles. To California the motion picture has brought the world's greatest architects, costume designers, authors, photographers, directors—as well as a body of men and women who are the best known group of artists in the world, the actors and actresses who are appearing in pictures made in Los Angeles.

You and your neighbor profit every day because the motion picture center is in Los Angeles. The money spent here has been important in building the city,

The pictures themselvs have spread the fame of Los Angeles. They have made Los Angeles a tremendous influence upon the lives of millions throughout the world. To Los Angeles they look for their latest fashions, for the newest way to decorate their homes, for the proper procedure in entertaining and in regulating their daily lives.

Such an industry deserves the constant support of every citizen of California. It is an industry of which any state would be rightfully proud. Many a State has tried, thus far without success, to lure it away from Los Angeles. Let us keep it here by building it in every way possible that it may have an ever greater part in the tremendous development of this city and its people.

## ICTURE FOR THE ALIFORNIA

ntarily between the Department of Child Education and the producers, due to their are, includes a thoroughly equipped and y the plan is in successful operation in many ear. All teachers employed by the studios d are either certified or are cadets nearing the t. This is all paid for by the producers.

the establishment of the free casting bu- ve been more far-reaching than anything omatically it wiped out of existence all up schools, schools for acting, scenario ing on a gullible public and giving noth-

y this industry has over 225,000 place- r of casual labor placements of any u-

ation by the producers in Los Angeles, d. Hearty co-operation was given the nation- na programs especially selected for school nsurate with the school child's purse; and of the Motion Picture Relief Fund of financial endowments from the industry's the establishment of two homes, one in nd one in New York, for sick, aged and yees.

evidence of the sincerity of the producers raising the fund to build a new home for A. of Hollywood Studio Club, conducted of girls engaged in motion picture work.

Whole hearted support has been given to ommunity Chest activities.

What could be of more vital importance community than each of the things rated?

The Association of Motion Picture Pro- of California is a non-profit organization. mbership includes the following:

Christie Film Company, Cecil B. De Picture Corporation, Douglas Fairbanks s Corporation, Famous Players-Lasky ation, F. B. O. Studios, Inc., First Na- Pictures Corporation, William Fox ville Company, Samuel Goldwyn, Inc., Lloyd Corporation, Metro-Goldwyn- Corporation, Metropolitan Pictures Cor- n, Hal E. Roach Studios, Joseph M. Productions, Mack Sennett, Inc., al Pictures Corporation, Warner Bros. s, Inc., and White Productions, Inc.

addition there is an associate member- ductions, Inc., Kane Productions, Inc., rk, Inc.

n of Motion Picture Producers, Inc. Thalberg, First Vice-President; M. C. Beetson, Secretary-Treasurer.

Los Angeles. Here are made the mo- Portland, Maine, and that bring tears to s and that make wives in Cape Town like that."

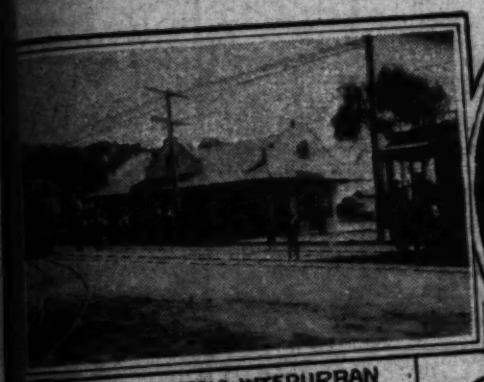
$100,000,000 a year in Los Angeles. ht the world's greatest architects, con- ctors—as well as a body of men and sts in the world, the actors and actresses Angeles.

day because the motion picture ent here has been important in

e fame of Los Angeles. They uence upon the lives of millions ey look for their latest fashions, s, for the proper procedure in s.

support of every which any state as tried, thus far Angeles. Let us sible that it may s development of

# Two Men With Vision Pioneered Southern California's Wonderful Electric Systems



FIRST ELECTRIC INTERURBAN STATION at SANTA MONICA



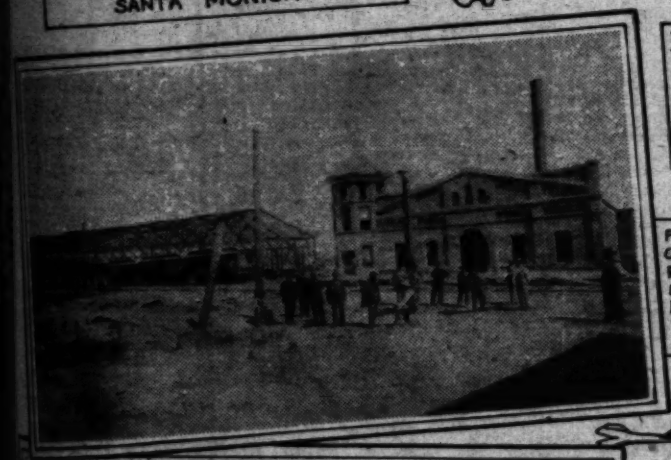
E.P. CLARK



GENERAL M.H. SHERMAN

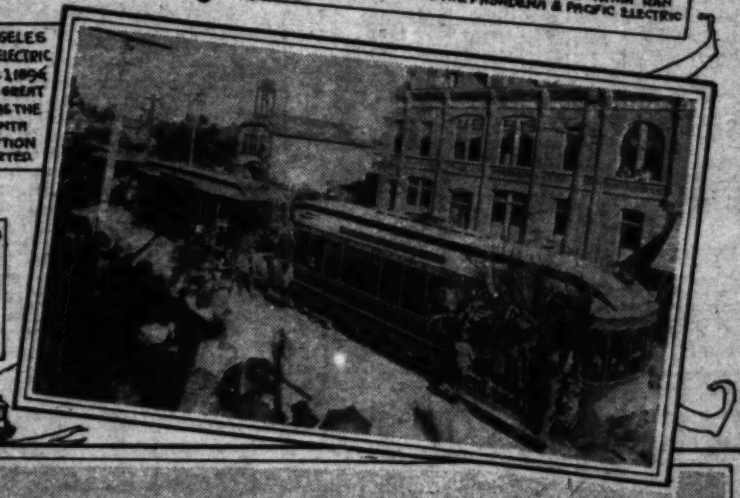


SOLDIER'S HOME CROSSING
AS THE FIRST ELECTRIC EXCURSION TRAIN RUN TO SANTA MONICA APPEARED ON APRIL 1, 1896.—THIS TRAIN RAN FROM LOS ANGELES OVER THE PASADENA & PACIFIC ELECTRIC ROAD.



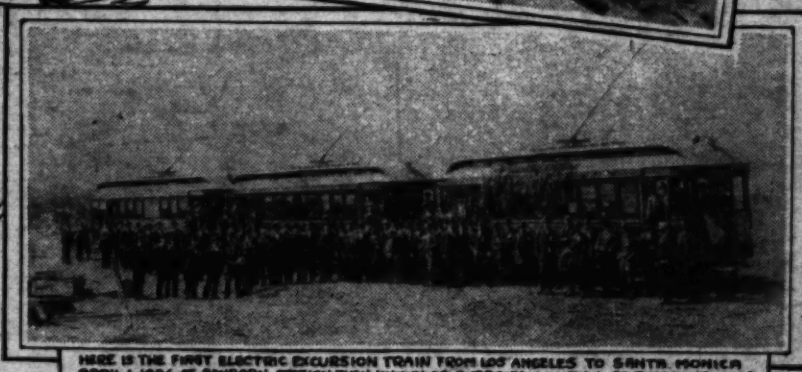
THE FIRST LOS ANGELES TO SANTA MONICA ELECTRIC EXCURSION ON APRIL 1 1896 WAS THE CAUSE OF A GREAT DEMONSTRATION AS THE CARS REACHED SANTA MONICA-THE RECEPTION WAS WHOLE HEARTED.

POWER HOUSE AND CAR BARNS AT SHERMAN FOR THE SANTA MONICA LINE-CONSTRUCTION BEGAN IN 1895 WITH COMPLETION ON MARCH 1, 1896.





ONE OF THE FIRST CARS IN SERVICE ON THE PASADENA LINE OPENED MAY 5, 1895.



HERE IS THE FIRST ELECTRIC EXCURSION TRAIN FROM LOS ANGELES TO SANTA MONICA APRIL 1, 1896 AT SINBORN STATION THEN KNOWN AS BURBANK JUNCTION, AT THAT TIME CITY LIMITS BETWEEN SANTA MONICA AND HOLLYWOOD.

E HUNDRED YEARS AGO—to be exact, September 27, 1825—the first train of cars loaded with passengers and drawn by a steam locomotive, in celebration of the opening for regular service on the Stockton and Darlington railway, England. For the protection of the train was preceded by a man on horseback to keep off the track, and that as long as this practice was there were no accidents or loss of life. exception, let all railroad trains in be preceded by a man on horse- people to keep off the track, and one more grade crossing accidents. years later, June 30, 1891, operated electric street rail- was opened for traffic in Los the man on horseback to elec- wire was really only a short period of the ordinary man's life.

the story. The Los Angeles Con- Railway Company contracted Rolling Mill Company of San build and equip 110 miles of electric with adequate power plant and Work of construction was begun 1891, comprising a network of car- first section was built and put in July 1, 1891. Consolidation of all lines and cable lines into one converting them into the new elec- organization, was accomplished by

of the Los Angeles Consolidated was General M. H. Sherman, -in-law, Mr. Eli P. Clark was and manager. They were pioneers electric railroads, with many difficulties that had been unsolved. United States there were only electric railway systems that were successful. The West End Elec- of Boston, the Pittsburg and Al- Railway at Pittsburg and the Railway. Every one of these lines converted by simply putting old horse cars, using the same

commissioned to visit these sys- purchase the latest and best in cars, motors and generators. that the very largest size gen- of 150-horse-power capacity He insisted that they must 500-horse-power generator and two 250-horse-power generators. The Westinghouse Company finally contracted to furnish 250-horse-power generators and a 500-horse-power generator that was designated as No. 1, the first of that size ever built. Two years later the Westinghouse Electric Company was building 5000 and 10,000 horse-power generators for the Niagara Falls Power Plant.

Those were the days of the pioneers in Electric Street Railways. The panic in 1893 made it almost impossible to secure money for electric railway construction.

Early in 1894, Mr. Clark urged the building of a line between Los Angeles and Pasadena. He asked for franchises through to Pasadena, and acquired the horse car lines of Pasadena. The Los Angeles and Pasadena Electric Railway was formed and work of construction was rushed. May 5, 1895, the road was opened and from the first day was very popular, and subsequently in 1898 became the first unit of the Pacific Electric system.

In 1895, Mr. Clark took the first steps for an electric line to the beaches by acquiring the property of the old steam railroad from Los Angeles to Santa Monica, known as the Los Angeles and Pacific Railroad. This was rebuilt and equipped with the latest type of cars, the last word in electric equipment. The road was opened April 1, 1896.

General Sherman and Mr. Clark devoted their entire resources to the development of the Los Angeles Pacific lines till they had constructed more than 200 miles of suburban and interurban lines through Colegrove and Hollywood, with four connecting lines to the beaches from Santa Monica to Redondo, and skirting the ocean almost at the surf lines for nearly twenty-five miles. From its organization Mr. Clark was its president and general manager. It is these last named properties that became their pride, magnificently built and equipped with the finest class of rolling stock ever placed in service. It is recognized as the most valuable electric railroad property in California. In the fall of 1910, General Sherman and Mr. Clark disposed of their interests to the late E. H. Harriman, and retired from the electric railway field in California.

Mr. Clark in 1896, organized at Portland, Oregon, the Mount Hood Railway and Power Company, of which he was president and principal owner. It consisted of twenty-five miles of road, and a magnificent hydro-electric power plant was built and equipped. This property was sold to the Portland General Light and Power Company in 1911.

Mr. Clark in 1913, built and equipped the Hotel Clark, and has interests in several other enterprises. He is vice-president of the Subway Terminal Corporation, which erected the Subway Terminal Building, one of the largest and finest buildings in Los Angeles.

One of the most fascinating books touching upon Southern California could indeed be written on the struggles and romance of building California's electric railways, both urban and interurban, with Clark and Sherman as the outstanding figures and it would make the most intensely interesting reading from cover to cover, but what is of most vital interest at this time is that the present splendid network system is but a slightly increased one over the wonderful visions of these two pioneers of Southern California's electric transportation for the present millions of population here by the Pacific.

This briefly is the boiled down story of Southern California's electric service radiating from Los Angeles, visualized by two of California's sturdiest, red-blooded men, Messrs. Clark and Sherman. Indeed does Los Angeles and all its contiguous territory owe a very deep debt of gratitude to two such practical constructionists as Clark and Sherman, who are numbered among the Golden State's foremost upbuilders. Both are just as intensely interested today in its future development, but in different lines of endeavor.

It is interesting to note briefly something personal of E. P. Clark, Southern California's pioneer electric railway builder. Born in Solon, Iowa, in 1847, the son of a farmer, young Clark was taught to work, with the idea that he might have some definite and always in view. Thus, early in life he made work and then more work his guide for life. Diverse activities gave him recreation in abundance. By the same token, his interests became broad and numerous. In youth, to his eighth year he attended public schools and later studied at Grinnel College. For one year he was master of a country school near Grinnel. Vigorous, athletic and wiry, young Clark was styled "the boy school teacher," and his friends feared for his success as many of the boys attending school were a head taller and had driven out two teachers in as many years. But young Clark succeeded. He got alone established genuine comradeship in the school, but he maintained with it his dignity by taking a few of the "bigger" boys through a course or two of stunts of decidedly convincing nature. The school board complimented him highly at the end of the year and desired him to remain in charge indefinitely.

In 1867 he moved with his father's family to Southwest Missouri, where he farmed near Granby. During the winter months he again taught school. Contracting sciatica at 20, he decided to go to Arizona for his health and he joined a small band of pioneers who drove the distance across the plains. Like other pioneers this small party had its hair-raising experiences with Indians and rustlers.

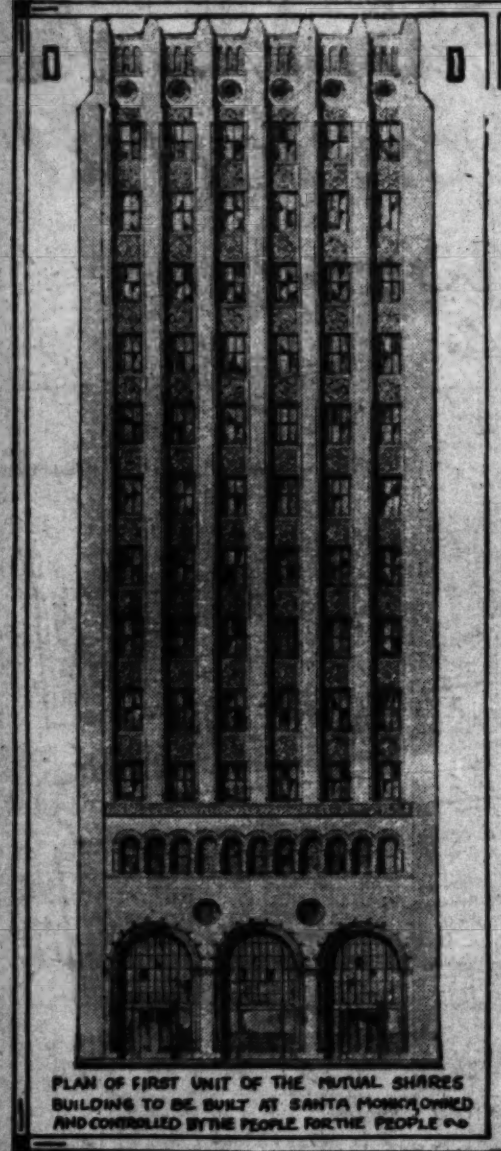
Leaving home with $20, he had plenty of grit and ambition. He determined to tackle the first job offered when he arrived in Arizona. Reaching Prescott, August 11, 1876, two days later found him working on a temporary job on the public road. But Eli P. Clark came to Arizona with experience as a teacher, had clerked in a store and understood carpentry, and above all he understood human nature. He operated on the theory that work never killed anyone, and it is little wonder at 20, he was appointed territorial auditor, which position he held for ten years. Here it was he met General Sherman, then also a resident of the territory, whose sister Lucy, Mr. Clark married in 1880. Four children resulted, all living, and all prominent in the social and business affairs not alone of California, but the nation at large.

For many years in Arizona, Mr. Clark was associated with A. D. Adams in the conduct of an highly successful saw mill enterprise.

Mr. Clark is president, vice-president and director of numerous institutions and financial organizations and he has ever been intensely active in civic organizations for the improvement of Los Angeles. He is a member and vice-president of the board of trustees of Pomona College, a member of the First Congregational Church of this city and a member of the Board of Directors of the Congregational Church Extension Society of Los Angeles. For a quarter of a century he has been a member of the board of directors, vice-president and chairman of the finance committee of the Y.M.C.A. He is also a member of the Los Angeles Athletic Club, California Club, University Club, Los Angeles Country Club, the Uplifters Club, Better America Federation and several other clubs and organizations.

Some of his present business activities include the presidency of the Eli P. Clark Company, the Clark and Sherman Land Company, the Del Rey Company, Main Street Company, the Capitol Oil Company and the Empire Oil Company.

Mr. Clark was honored during 1897 by Iowa College, which conferred upon him the degree of Master of Arts in recognition of his many useful activities. Coming to him as it did without any notice it was thoroughly appreciated.



PLAN OF FIRST UNIT OF THE MUTUAL SHARES BUILDING TO BE BUILT AT SANTA MONICA, OWNED AND CONTROLLED BY THE PEOPLE, FOR THE PEOPLE &c

# MUTUAL SHARES PROPERTIES, INC.

THAT Santa Monica and Ocean Park are coming into their own is reflected in statistics gathered from various building departments of the larger California cities. For instance, it causes one to stop and ponder when the fact becomes known that only two cities in the State exceed Santa Monica in building permits issued. Naturally Los Angeles and San Francisco, the two largest cities lead over all, but it surely is a matter for deep consideration from an investment standpoint when Santa Monica leads the remainder of California cities. Building permits issued in Santa Monica this year increased $3,000,000 over the preceding year and at the same time the bank clearings reflected an increase over the same period of $12,000,000.

Naturally enough Santa Monica is thriving, husky, prosperous and its people should be extremely happy.

Keeping fully abreast of the splendid development the Mutual Shares Properties, Inc., will break ground during January, 1927, for the first unit of the Mutual Shares Building, in the business and financial heart of the city, on Santa Monica Boulevard. The proposed structure when finally completed will cover ground space 150x100 feet at the northwest corner of Santa Monica Boulevard and Third Street and the building will be height limit. Built in units, plans call for an "H" shaped structure, steel construction, faced with terra cotta and interior finish in stucco.

The accompanying illustration shows the first unit as it will appear when completed. The specific number will be 221 Santa Monica Boulevard, which will be the general entrance to the entire building. The ground space covered will be 50x100 feet and the cost for this construction work exclusive of ground is estimated at $500,000. The location at present is occupied by the Bay Cities Guaranty Building-Loan Association, whose stockholders authorized the board of directors to purchase the property and the general offices of the association will occupy the entire ground floor of this unit when completed.

The Mutual Shares Building will indeed be one of the most significant structures of modern Santa Monica. The principles and high standards in financing the project that have created the Bay Cities Guaranty Building-Loan Association are being applied to every detail in the financial development of this splendid financial and professional office building. The units will be the very last word in modern office building construction. Shares in the project are held by landlord and tenant and the general public. The shares sell at $100.00 each.

At the present time there is great demand in Santa Monica for additional room space and the first unit of the Mutual Shares Building will provide some 121 new offices. Final completion of the building according to present plans, will be three years hence, when 300 office suites will be available for occupancy. Cost of the completed building together with the ground is conservatively placed at $2,000,000.

Provision has been made in the plans to devote the entire upper floor to a first-class restaurant and express elevators will afford easy access to this feature.

Mr. J. D. Rishell, president of the Mutual Shares Properties, Inc., who is equally prominently identified with the Bay Cities Guaranty Building-Loan Association, is responsible for the successful culmination of plans whereby the first unit of the building will be erected. It was his desire that the building should be owned and controlled by the people and for the people of Santa Monica. He has succeeded eminently. In order to accomplish his purpose, about two years ago he acquired title to the present property, comprising two lots, with 15,000 square feet of ground. The property in question is conservatively estimated to be the most valuable and desirable in Santa Monica's business district.

The Mutual Shares Building is distinctly a landlord-tenant property.

Naturally the question arises, what is a landlord and tenant correlatively and how do they mutually benefit?

Mr. Rishell thus explains the matter:

In the first place he pays but a moderate rental if he invests he wants a fair interest return. His Mutual Shares at 10% and Building Shares at 7% will produce an average income rate of 8.5%. That's a fair income, not counting the increasing value of his Mutual Shares investment. Were he—landlord-tenant—to lease an office 20x16½ at $2.50 a square foot, his annual rental is $825.00. The average construction cost of his office is approximately $4000. His investment of $4000 is paid for by rent in four years and nine months. During that time he has received on the $4000 investment, $825. Therefore, by being his own landlord he reduces his own rent annually to $500, which is at annual rate of $1.51 per square foot instead of $2.50.

The above illustration is offered by Mr. Rishell to show how any person can receive a share of the profits in the Mutual Shares Building by making a minimum cash investment of $200.00, which would include one share of Mutual Shares Properties, Inc., at $100.00 and one 7% Prudence Certificate of the Bay Cities Guaranty Building-Loan Association, which certificate will be redeemed only by the issuance therefore, one share of Mutual Building Company at par, $100.00.

The Mutual Shares Properties, Inc., reserve the right to discontinue the sale of shares at par value $100.00 when 500 shares have been sold. In the meantime installment applications may be made in five monthly payments of $40.00 each for one share and one certificate. No shares will be issued, however, until fully paid for.

Persons interested in this institutional development for Greater Santa Monica can address John D. Rishell, president, Mutual Shares Properties, Inc., P. O. Box [illegible] or 221 Santa Monica Boulevard, Santa Monica, Calif.

# Western Oil and Refining Company




THIS INSTITUTION was organized by Richard Florian, known throughout the petroleum industry as one of its most successful practical men. He is assisted by four of the ablest former executives of one of the world's largest oil companies.

The scenes are from the first unit of the WESTERN OIL & REFINING CO., manufacturers of high grade petroleum products—gasoline, kerosene, gas oil, fuel oil—on its 100-acre tract at Wilmington, Los Angeles Harbor.

This unit has a daily capacity of 10,000 barrels.

Main offices of the Company are in the Commercial Exchange Building, 416 West Eighth Street, Los Angeles, California.



## BOOS BROS. ISSUE INTERESTING BOOK

A booklet recently issued by [illegible] Cafeteria Co., "Glancing Back [illegible] Cafeteria Trail," gives some figures [illegible] of interest to those who produce [illegible] vegetables, poultry, eggs and dairy [illegible] This booklet is being distributed [illegible] Boos Bros.' patrons as a Twenty-[illegible]nary Magazine number. The amount [illegible] that the company uses, each year [illegible] 85,000 chickens, 20,000 [illegible] apples, 2000 boxes of grape fruit, [illegible] of oranges, 2400 bunches of bananas, [illegible] sacks of potatoes, 18,000 crates [illegible] 144,000 bunches of carrots, 10,000 [illegible] tomatoes. During the same period [illegible] company buys and serves as food 870,000 [illegible] of beef; 500,000 pounds of fresh [illegible] and bacon; 109,200 pounds of [illegible] 20,000 pounds of fish. It has been [illegible] stated it would require a 20,000-acre [illegible] intensively cultivated, to provide [illegible] company with fruit and vegetables [illegible] other ranch, about as large, would be required to care for live stock (the [illegible] dairy of a thousand cows,) [illegible] chickens.

The booklet also gives an interesting [illegible] description of the growth of cafeterias [illegible] general, and of Boos Bros. chain of [illegible] dining rooms in particular. The [illegible] serves, approximately, 15,000,000 [illegible] a year, and has 1200 on its pay roll.

## ITALIAN TERRA COTTA

Keeping steady pace with Los [illegible] development the Italian Terra Cotta [illegible] company, located at 1149 Mission Road, [illegible] developed into one of the largest [illegible] of its character west of the Rockies. [illegible] The company caters to [illegible] not alone of California where genuine [illegible] Terra Cotta figures in the [illegible] designing schemes, but its products [illegible] ready market in all parts of the [illegible] States and Canada.

The company manufactures Vases, [illegible] Benches and Fountains and [illegible] also makes reproductions and new [illegible] any and every character.

No institution of similar character [illegible] Angeles is better prepared to [illegible] commissions from architects, engineers [illegible] contracting firms than the Italian [illegible] Cotta Company. Its department [illegible] connection with landscape gardening [illegible] complete.

Another fact of which the [illegible] justly proud is that the Italian Terra [illegible] Company is not alone one of the [illegible] in character in Southern California, [illegible] it is also one of the pioneers in the [illegible] developed industry.

## Occidental Life Insurance

A local financial institution [illegible] shows remarkable growth and [illegible] the Occidental Life Insurance [illegible] with Home Office located at [illegible] Spring Streets. This company [illegible] over 50,000 policy holders with [illegible] insurance exceeding One Hundred [illegible] Dollars. The Company specializes [illegible] Accident and Sickness Insurance [illegible] complete protection afforded by [illegible] contracts has proven very popular [illegible] Occidental has solicited the good-[illegible] insuring public by commendable [illegible] the settlement of claims and liberal [illegible] most extended policy holders in all [illegible] Exceptional financial backing has [illegible] the Occidental to acquire the business [illegible] assets of several insurance companies [illegible] recent years, thereby accelerating [illegible] growth of the parent institution. [illegible] further expansion are indicated by [illegible] last action of the Board of Directors [illegible] authorizing an increase of capital.

Officers of the Occidental Life Insurance [illegible] Joseph Burkhard, Chairman of the [illegible] of Directors; Mr. H. J. Burkhard, [illegible] Mr. J. F. Burkhard, Vice-President [illegible] Robert J. Giles, Secretary and General [illegible] Manager and Mr. J. W. Vaughn, Treasurer.

## THE CALIFORNIA VEGETABLE UNION

During the past season this outstanding [illegible] organization reports special activity [illegible] in gaining additional recognition [illegible] of vegetables in the carlot [illegible] various parts of the United States. [illegible] of its White Star Brand has been [illegible] enthusiastic and gratifying in [illegible] consumption all over the country. [illegible] really is appreciating more than ever [illegible] California Vegetable Union's package [illegible] strong confidence and appreciation [illegible] dependability.

[illegible] nearly a quarter of a century [illegible] Vegetable Union has been shipping [illegible] the output of California [illegible] to the carlot markets throughout [illegible] Serving the producers of [illegible] efficient selling agency, it has [illegible] for vegetable products in [illegible] State and also in Canada. [illegible] in the early days of the industry [illegible] accomplished great things in a co-[illegible] for the benefit of those engaged [illegible] In addition to its activities [illegible] producing districts, it has been [illegible] the Lower Rio Grande Valley [illegible] the past four seasons and is handling [illegible] for the growers of the Yakima [illegible] for the third season. Its [illegible] reliability and dependable service [illegible] advertisement. Its general [illegible] located at 314 East Eighth Street, [illegible] welcome the visits of growers [illegible] discuss problems of marketing [illegible]

# TIES, INC.

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equally prominently identified
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square foot, his annual rental
construction cost of his office
His investment of $4000 is paid
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the $4000 investment, $1615.
wn landlord he reduces his own
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is offered by Mr. Rishell to
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for one share and one certifi-
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this institutional development
can address John D. Rishell,
Properties, Inc., P. O. Box 201
ulevard, Santa Monica, Calif.

# mpany




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rbor.

ercial Exchange Building, 416



## BOOS BROS. ISSUE AN INTERESTING BOOKLET

booklet recently issued by Boos Bros. Co., "Glancing Back Along the Trail," gives some figures of spe- interest to those who produce fruit, poultry, eggs and dairy products. booklet is being distributed among Bros.' patrons as a Twentieth Anni- Magazine number. The author notes the company uses, each year, 4,000,- eggs, 85,000 chickens, 20,000 boxes of 000 boxes of grape fruit, 8400 boxes 2400 bunches of bananas, 13,000 of potatoes, 18,000 crates of lettuce, 00 bunches of carrots, 10,000 lugs of . During the same period the com- buys and serves as food 870,000 pounds ef; 100,000 pounds of fresh pork, ham bacon; 109,200 pounds of veal; and 00 pounds of fish. It has been esti- it would require a 20,000-acre ranch, entirely cultivated, to provide the com- with fruit and vegetables. And an- much, about as large, would be re- to care for live stock (including a of a thousand cows,) and 65,000

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further fact of which the institution is proud is that the Italian Terra Cotta is not alone one of the largest of character in Southern California, but also one of the pioneers in this highly industry.

## Occidental Life Insurance Co.

financial institution that has remarkable growth and stability is Occidental Life Insurance Company Home Office located at Sixth and Streets. This company now has policy holders with combined exceeding One Hundred Million The Company specializes in Life, and Sickness insurance and the protection afforded by its policy has proven very popular. The has solicited the good-will of the public by commendable celerity in ment of claims and liberal treat- policy holders in all matters. financial backing has enabled dental to acquire the business and several insurance companies in years, thereby accelerating the of the parent institution. Plans for pansion are indicated in the re- of the Board of Directors auth- an increase of capital.

of the Occidental Life include Mr. Burkhard, Chairman of the Board Mr. H. J. Burkhard, President; F. Burkhard, Vice-President; Mr. Giles, Secretary and General Man- Mr. J. W. Vaughn, Treasurer.

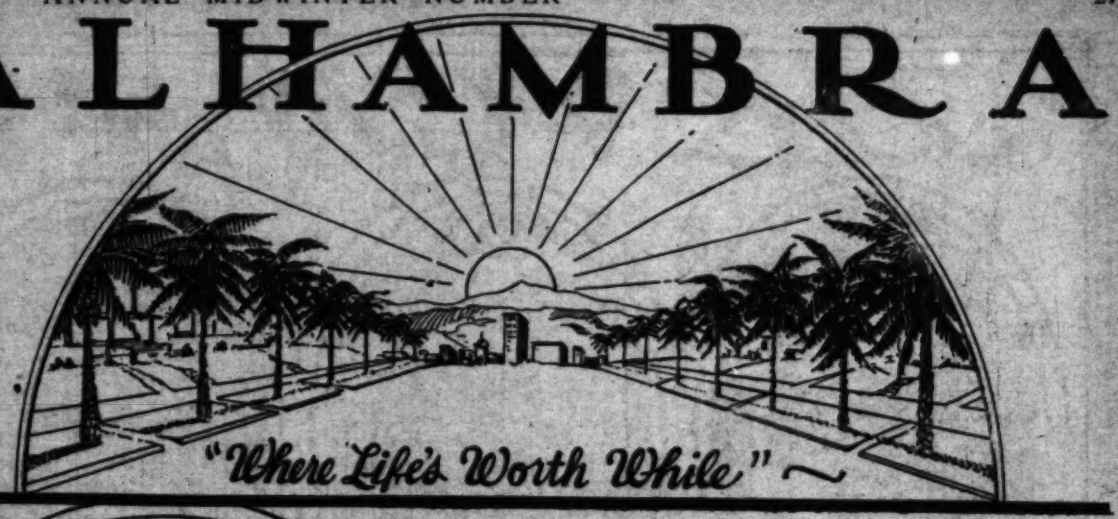
## CALIFORNIA VEGETABLE UNION

the past season this outstanding mar- organization reports special accomplish- gaining additional recognition for its vegetables in the cariot markets in parts of the United States. The recep- its White Star Brand has been particu- enthusiastic and gratifying in the centers all over the country. The trade appreciating more than ever before Vegetable Union's pack and has growing confidence and approval of its quality.

a quarter of a century the Cali- Vegetable Union has been shipping and the output of California vegetable the cariot markets throughout the serving the producers of the State efficient selling agency, it has provided fine vegetable products in practically States and also in Canada. Starting as in the early days of the industry, it helped great things in a constructive for the benefit of those engaged in the In addition to its activities in Cali- producing districts, it has been operat- the Lower Rio Grande Valley of Texas past four seasons and is handling large for the growers of the Yaqui Valley for the third season. Its reputation and dependable service is its advertisement. Its general executive at 314 East Eighth Street, Los welcomes the visits of growers who de- problems of marketing or pro-

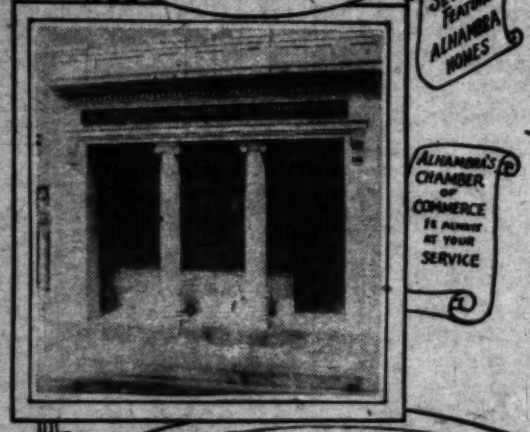


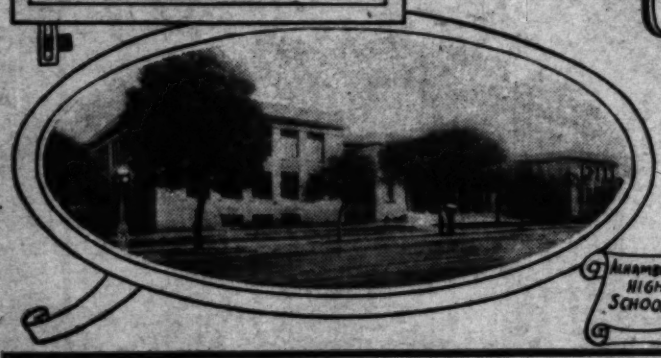

# ALHAMBRA










ALHAMBRA is essentially a residential city. Ninety per cent of the homes here are owned by the people who live in them. Its unsurpassed schools, fourteen-acre Municipal Recreation Park and Children's Playground, splendidly-equipped public library, its broad and shaded avenues, every denomination represented by new churches, clubs and beautiful homes all reflect the cultural atmosphere. Its winter and summer climate is delightful. The center of its business district is minutes, not miles from the center of Los Angeles' business district, with choice of three splendidly paved highways, and three lines of electric cars. Alhambra is the ideal Southern California community.

ALHAMBRA has a 300-acre segregated industrial district that stabilizes prosperity while not encroaching on the comforts of home life. Its factories and industrial plants have a payroll of more than $5,000,000 a year. Note the double-page announcement of C. F. Braun & Co., one of Alhambra's leading industrial institutions on Pages 16 and 17, Rotogravure Section No. 4, of this issue. Its business district is well-planned and easily accessible, with modern shops, theaters and business houses. The city's population is in excess of 30,000 happy and contented people. Alhambra is planning carefully for future rapid growth.

ALHAMBRA'S ideal location gives you the sun at your back as you motor to the metropolis in the morning, and at your back as you motor home in the afternoon—TRULY A PLACE *"WHERE LIFE'S WORTH! WHILE."*

*For information concerning Alhambra, its advantages and opportunities, fill out the coupon asking for our free illustrated booklet.*

CHAMBER OF COMMERCE,
Alhambra, California.

Please mail illustrated booklet describing the city of Alhambra.

NAME .....

STREET .....

CITY .....

# California Hospitarium

DR. DAVID GUSTASON, DIRECTOR
Office, Suite 619 Loew's State Building
707 So. Broadway :-: Los Angeles :-: TUcker 3738
GENERAL AND SPECIAL DEPARTMENTS



Present Prior

PLASTIC ART SURGERY
FEATURAL CORRECTIONS
DISFIGUREMENT, DEFORMITY
PARAFIN REMOVED
COSMETIC REJUVENATION
SENILITY DEFERRED.

Youthfulness, Strength, Health, Happiness, Contentment.

Children, Ladies, Gentlemen
MEDICAL, INFORMATION, SURGICAL
Consulting, Diagnosis, Treatment
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EYE, EAR, NOSE, THROAT AND LUNGS
Eye Strain, Glasses, Deafness, Colds, Headaches, Catarrh.
X-RAY, LABORATORY SCIENCE, RADIUM
Accidents, EMERGENCIES, Injuries



CUT THIS AD OUT FOR FUTURE REFERENCE.



Present Prior

See ad on cover page of telephone book for guidance also.

DR. DAVID GUSTASON,
Suite 619 Loew's State Bldg., Los Angeles, Cal.
This coupon enclosed in a letter describing work you are interested in will receive prompt and courteous attention. Please enclose photographs.
Name .....
City .....

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W. L. GILBERT ATTORNEY-AT-LAW

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WALTER P. HAAS ATTORNEY-AT-LAW

CHAS. E. HAAS JUDGE OF THE MUNICIPAL COURT

H. PARKER WOOD JUDGE OF THE MUNICIPAL COURT

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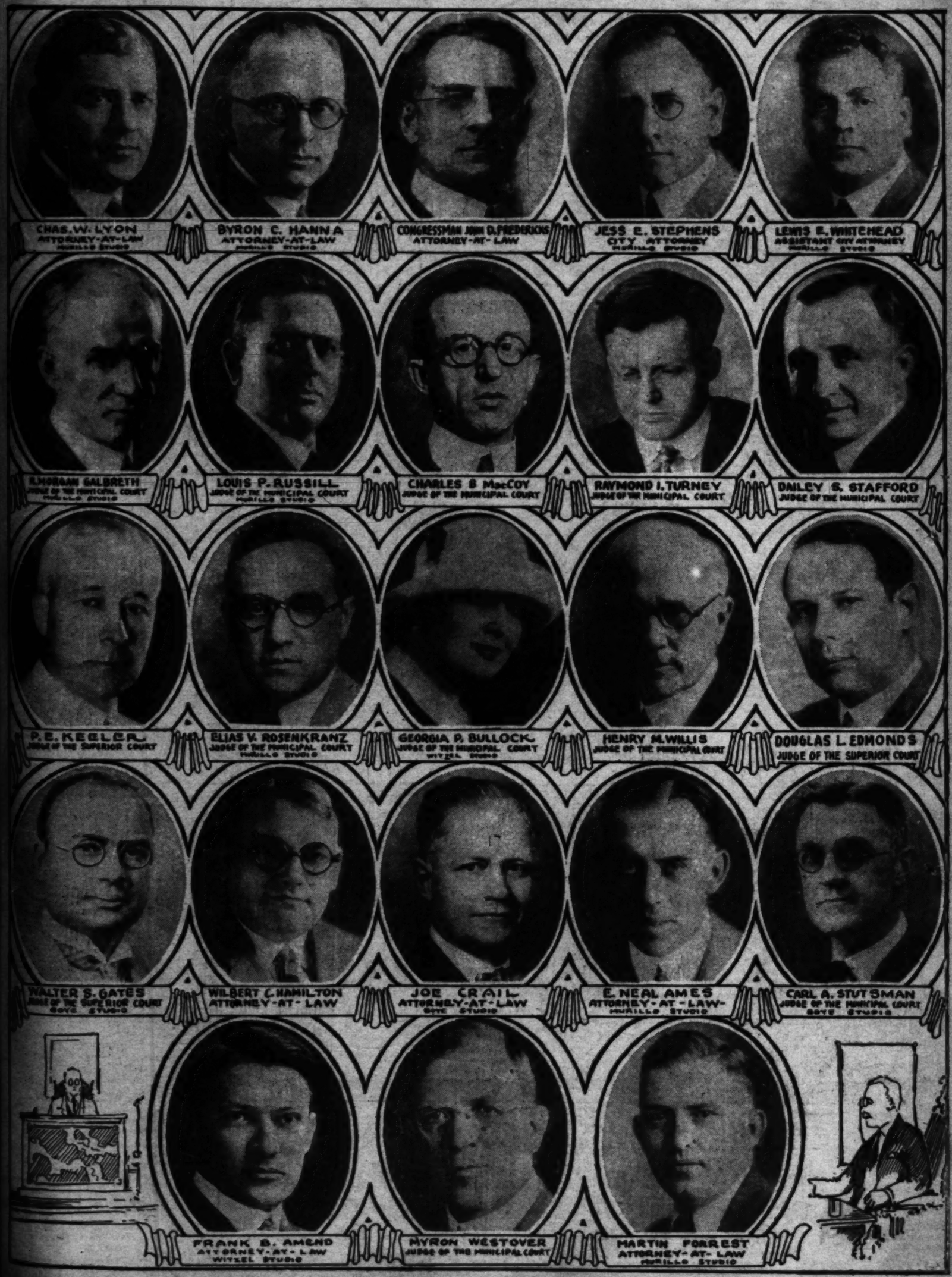
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# BENCH and BAR



# Newport Bay



California's Real Pleasure HARBOR All The Year

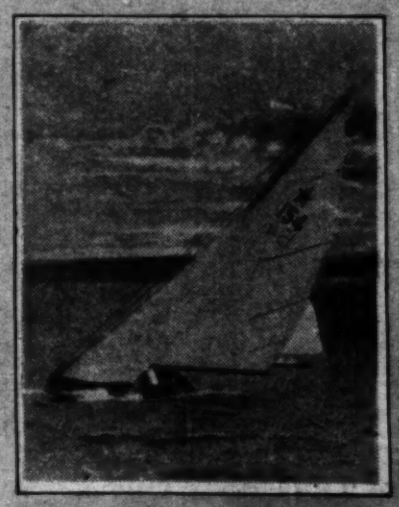


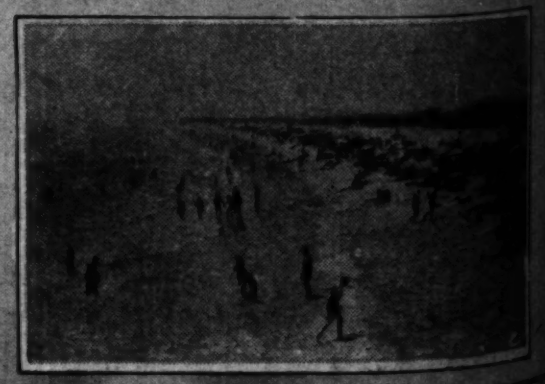
Safe Inland Salt Sea Every Water Sport on Ocean and Bay



Sailing Boating Bathing Fishing Yachting Swimming











## MAIL THIS COUPON

CHAMBER OF COMMERCE
Newport Beach,
California.

Gentlemen:
Please mail illustrated booklet describing the City of Newport Beach.

NAME .....

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CITY .....

## Newport-Balboa —Corona del Mar

*Miles of Clean Open Beaches— Homes on Ocean or Bay Front— On Smiling Isles in Sunny Seas or on the Palisades overlooking all.*

THE BIG PLAY BAY
*of Southern California*
40 Miles from Los Angeles



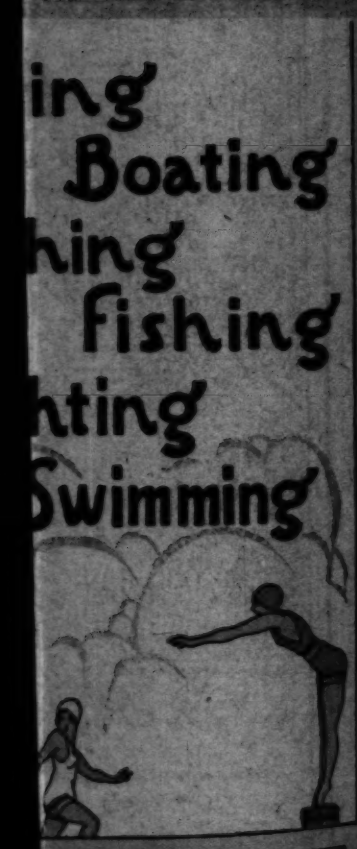
CHIN CHILLA RABBIT COAT MADE BY GOLDEN WEST FURRIERS

GOL

Los Angeles
Santa Ana



ing
Boating
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fishing
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Swimming





ona del Mar

THE BIG
LAY BAY
outhern California
iles from Los Angeles



# America's Largest Fur Rabbit Industry






CHIN CHILLA RABBIT COAT MADE BY GOLDEN WEST FURRIERS.

*Orange County Plant, North Main Street, Santa Ana, California.*

## *Fur Rabbits For Profit!*

YOU can now engage in the raising of rabbits with the assurance of a sound commercial market for both food and fur.

WE offer our purchasers a profitable market for all stock raised from our foundation stock, alive.

OVER 105,000,000 rabbit pelts, valued at $22,000,000 were imported into the United States during 1925. Let us furnish you further information as to how you can have a profitable income on a city lot or an acre of ground.

WE furnish the highest grade stock from the different varieties of fur rabbits.

## *Notice to All Breeders and Buyers!*

WE will buy any quantity and pay the highest price for rabbit pelts.

*Price List Furnished Upon Request*

*Send for Price List on Our high Grade Rabbit Remedies, Hutch Supplies, etc.*



IN THE INTERESTS OF A GREATER AMERICAN RABBIT INDUSTRY

# GOLDEN WEST FUR FARMS INC.

*General Offices*

140 EAST DUARTE ROAD
ARCADIA CALIFORNIA

*BRANCH OFFICES AND RANCHES AT*

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CUT THIS COUPON OUT AND MAIL IT TO-DAY

Golden West Fur Farms, Inc.,
Arcadia, Cal.

*Please send me without obligation, questionnaire on the Fur Rabbit Industry.*

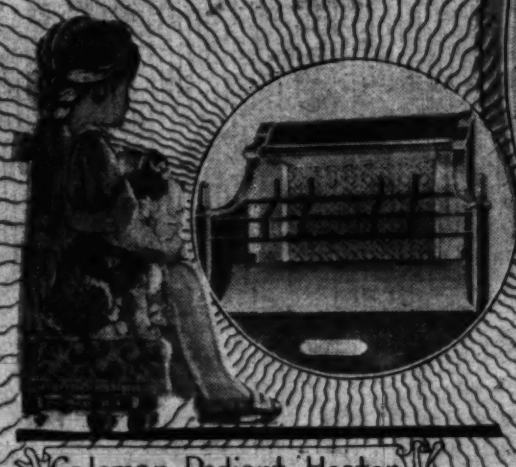
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# Light-Heat-Cook the Coleman Way



Coleman Quick-Lite Lamp

FOR 20 YEARS this Coleman reading lamp has brought a cheerful, brilliant, white, 300 candle power light into a million American and Foreign Homes. Nothing equals it for rural use.



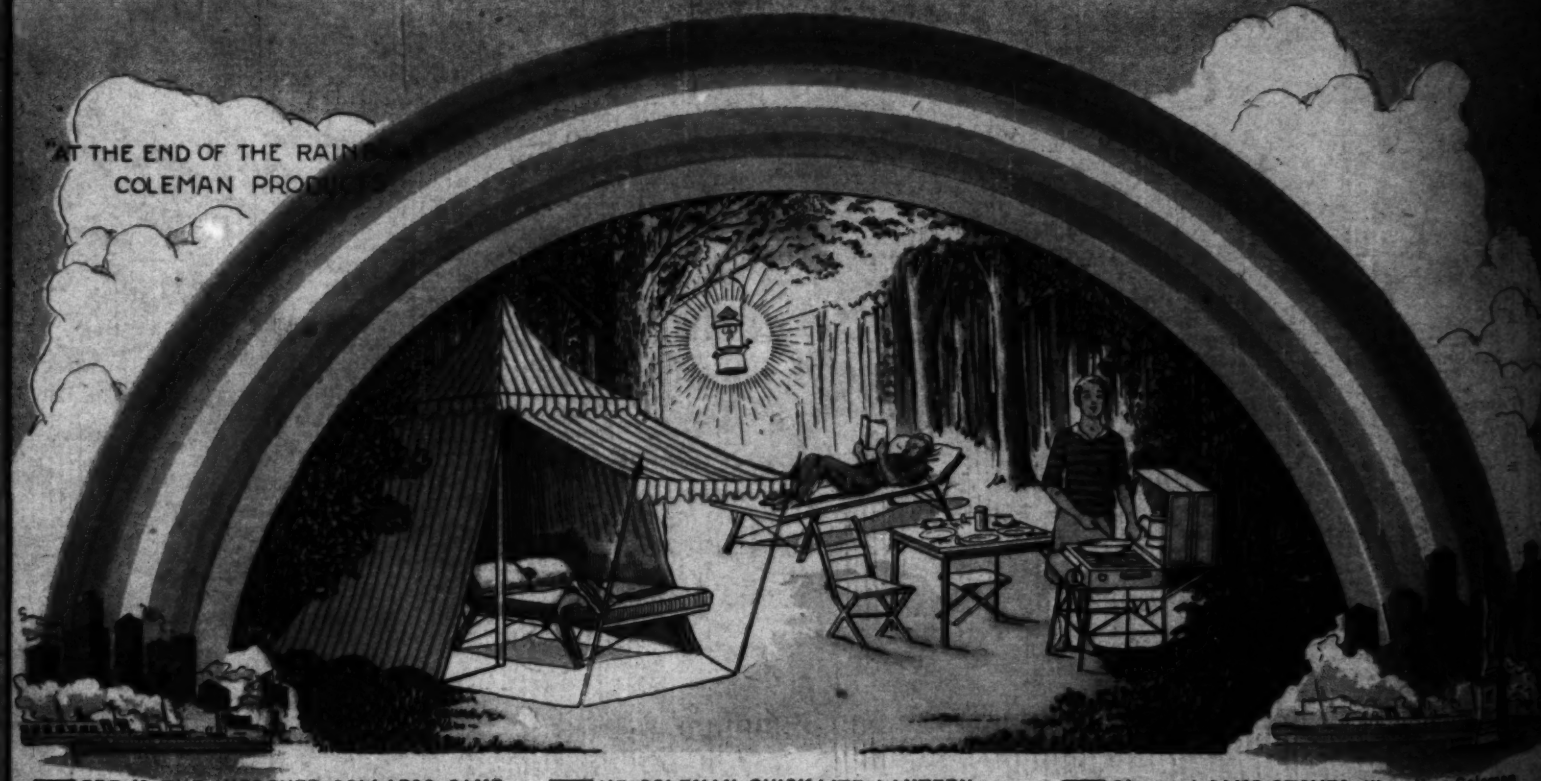
Coleman Radiant Heater

THE LATEST ADDITION to the Coleman family of household conveniences. Portable, like the lamps and stoves, it radiates a fan-like heat, quickly warming an ordinary room.



Coleman Airo-Gas Stove

COLEMAN STOVES give practically the same service as natural gas. They are a boon to the housewife outside of the gas districts. Made in Ranges, Hot Plates, Galley Stoves, etc.




HERE IS THE IMPROVED COLLAPSO CAMP BED, something entirely new and different from the ordinary camp beds or cots.

It provides comfort and a convenience not heretofore found in a camp bed. Its outstanding features are:

Its comfortable flexibility. It does not sag. Sleepers do not roll to center. Adjustable to heavy or light persons. A child can set up or take down. Folds compactly. Light and strong. It is a great emergency bed for homes, hotels, hospitals, dormitories, etc.

THE COLEMAN QUICK-LITE LANTERN, suspended from the tree branch, is truly "The Light of a Thousand Uses."

For years it has been popular with campers, ranchers, construction crews, picture people, fishermen and everyone needing an abundance of outside light.

It gives 300 candle power of strong white light. It will burn steadily in any wind. It is safe if tipped over as fuel cannot spill. Made now with a built-in pump it is more convenient for many more uses than the older styles.

COLEMAN CAMP STOVES, like other Coleman products, continue to maintain the leadership they have earned by their many exclusive features and the service they give the user. You can bake, fry or roast on a Coleman Camp Stove as successfully as on a kitchen range.

The hot blast starter never fails and can be operated in any wind.

The Coleman Camp Stove has a convenient tank with built-in pump and funnel. No. 2 has oven and warming cabinet. No. 9 has wind shield only. High Stand fits any model.

## Coleman Products for Home and Camp

For Sale by Leading Hardware Stores and by Dealers in Camping Equipment
Ask Your Dealer to Show You these Coleman Conveniences

## THE Coleman Lamp & Stove Company

352 SOUTH LOS ANGELES ST.
LOS ANGELES, CALIFORNIA



leman Airo-Gas Stove

VES give practically the same
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outside of the gas districts.
Hot Plates, Galley Stoves, etc.



STOVES, like other Coleman
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# Los Angeles Times

## Annual MIDWINTER Number

Part 2 — December 28, 1926 — Price 15 cents

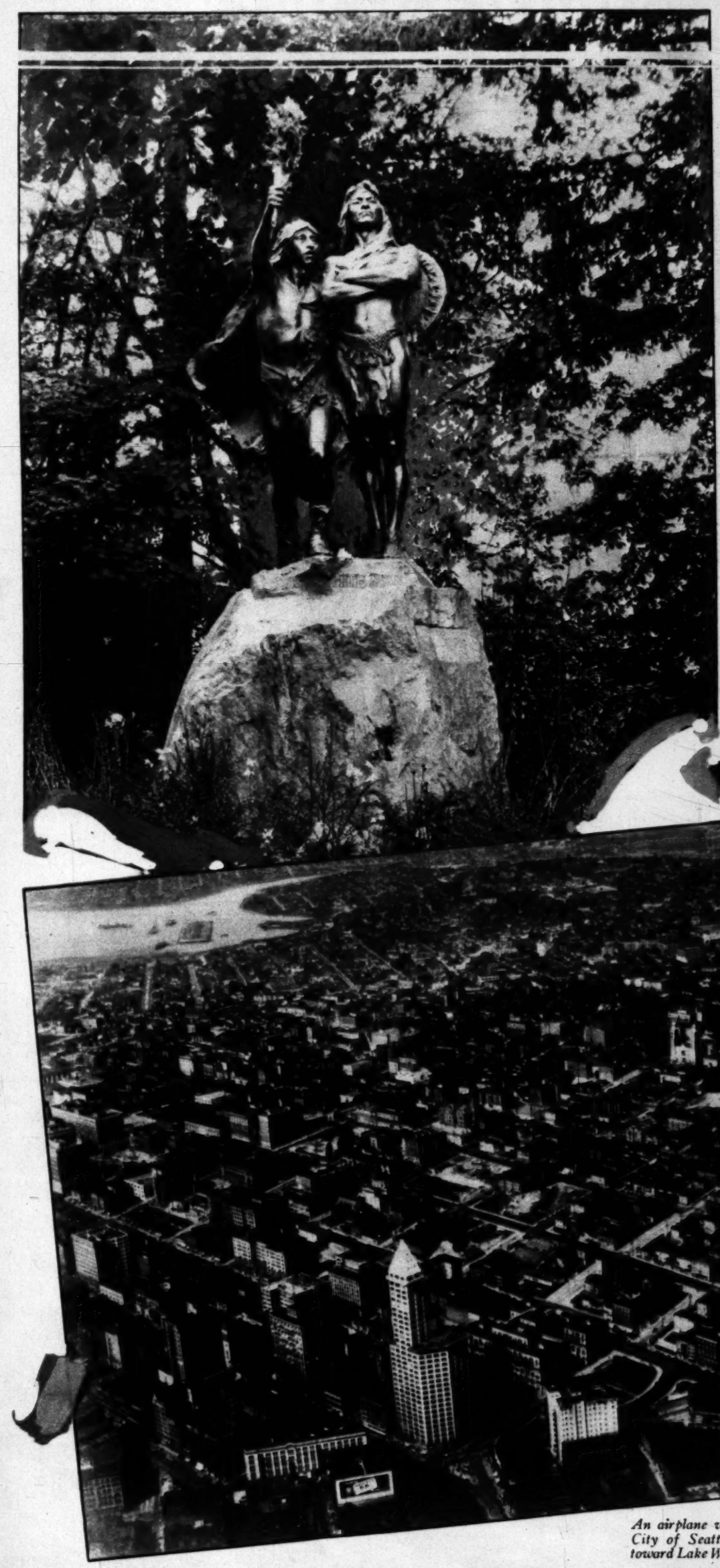









The PACIFIC WONDERLAND
A Pictorial Journey



# The COMING of the WHITE MAN

PORTLAND'S statue commemorating the first coming of the white man to the Pacific Coast and the totem poles scattered through the parks of the Northwest are constant reminders that scarcely more than a century ago the vast wonderland of the West was almost a wilderness. Nature built marvelously when she shaped the mountains and waterways of this great empire; man caught something of Her inspiration when he built its cities and harbors and vast productive farm lands; with the result that, today, from Seattle in the north to San Diego in the south, there stretches a veritable wonderland.



IN ITS SET-TING of ... and waterways ... ocean, and snow-capped mountains ... Seattle, the metropolis of the Pacific Northwest is a marvel of natural beauty and western initiative. Situated as it is on Elliot Bay between Puget Sound and Lake Washington, it has a water front of 140 miles, and a non-tidal, fresh water harbor, giving it a vast maritime commerce.

*An airplane view of the City of Seattle, looking toward Lake Washington.*



## The Evergr...

"Neither Europe nor ... has a prospect in whi... snow mountains are so ... in the view from Pug... peaks that rise like white ... green forests of the Cas...

THE EVERGREEN P... United States and Briti... Sound is presided over by ... couver, Bellingham, Seattle, ... try of everlasting green wi... towering domes of snow, w... prevails the year around, eli... winter and the brownness ... "it is always afternoon." ... attractions are afforded th...

*The stately Capitol ... ish Columbia at V... provides a bit of ... gland in a setting ... strikingly European ... trast with the A... cities across the S...*



*The business district of Tacoma, the gateway of Mt. Rainier, rising on terraced hills above Commencement Bay.*

*An airplan... Portland; ... in the bac...*

# The MING of the HITE MAN

TLAND'S statue mmemorating the ming of the white the Pacific Coast totem poles scat- hrough the parks Northwest are t reminders that more than a cen- go the vast won- of the West was a wilderness. Na- uilt marvelously he shaped the tains and water- f this great em- nan caught some- of Her inspira- hen he built its and harbors and roductive farm with the result day, from Seattle orth to San Diego south, there hes a veritable wonderland.



IN ITS SET TING of lake and waterways ocean, and snow capped mountains Seattle, the metrop olis of the Pacific Northwest is marvel of nature beauty and West ern initiative. Situ ated as it is on E liot Bay betwee Puget Sound an Lake Washington it has a water fron of 140 miles, and non-tidal, fres water harbor, giv ing it a vast mari time commerce



# The Evergreen PLAYGROUND

"Neither Europe nor Asia nor South America has a prospect in which sea and woods and snow mountains are so united in a landscape as in the view from Puget Sound of the great peaks that rise like white towers above the dark green forests of the Cascade Range."
—JAMES BRYCE.

THE EVERGREEN PLAYGROUND, where the United States and British Columbia meet at Puget Sound is presided over by the cities of Victoria, Vancouver, Bellingham, Seattle and Tacoma. It is a country of everlasting green with pine-clad mountains and towering domes of snow, where a mild, moist climate prevails the year around, eliminating the barrenness of winter and the brownness of summer—a land where "it is always afternoon." Here an endless variety of attractions are afforded the tourist and the settler.



*The Harding Memorial erected in Stanley Park, Vancouver, in commemoration of the late President's speech of friendship.*

*The stately Capitol of British Columbia at Victoria provides a bit of old England in a setting that is strikingly European in contrast with the American cities across the Sound.*

COMING DOWN THE COAST from the Evergreen Playground one reaches the Columbia River district and the Queen of the Oregon country, Portland, just where the Columbia and the Willamette rivers converge. With its excellent fresh-water harbor open to the sea, and with the vast forest-clad slopes of the Cascade Range at its back door, Portland has become, in the last few years, the chief lumber exporting port in the world. Five railroad lines, thirty miles of water-front, extensive hydro-electric horse-power yet undeveloped, the greatest stand of timber in the world, a vast storehouse of mineral wealth, and rich surrounding valleys for agricultural development promise well for the future prosperity of this chief banking center of the Pacific Northwest.

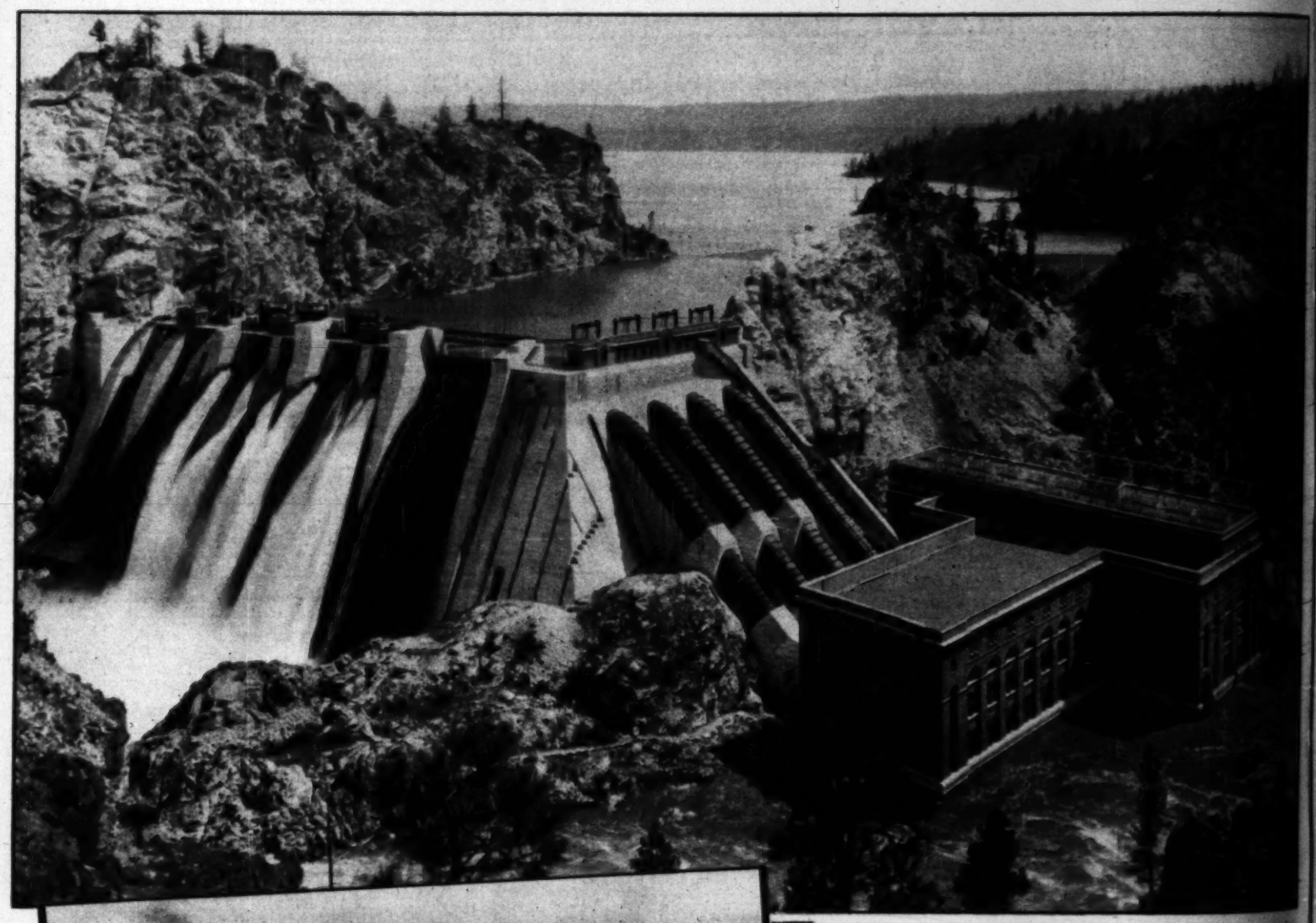


*business district Tacoma, the gate- of Mt. Rainier, on terraced hills Commencement Bay.*



*An airplane view of Portland; Mt. Hood in the background.*

December 28, 1926.]





## The INLAND EMPIRE

THE BACKBONE of the Northwest is the Cascade Range, with its timber and water power and the majestic snow-capped beacons of Rainier, Baker, and Hood to supply Nature's inspirational background to man's endeavors. The power plant above is in the neighborhood of Spokane, capital of the Inland Empire, lying between the Cascades and the Blue Mountains to the east, and rich in the wheat, minerals, lumber, live-stock, dairy products and fruit of Eastern Washington, Northern Idaho and Western Montana. Spokane lies on the Spokane River, in a landscape of green, with seventy-six lakes within a fifty-mile radius of the city.

The Oregon lumber mill, pictured at the left, is duplicated a thousand times along the waterways of the Northwest. The product of these mills is seen piled up, in the picture below, on the docks of Tacoma, that vies with Portland as the lumber capital of America.



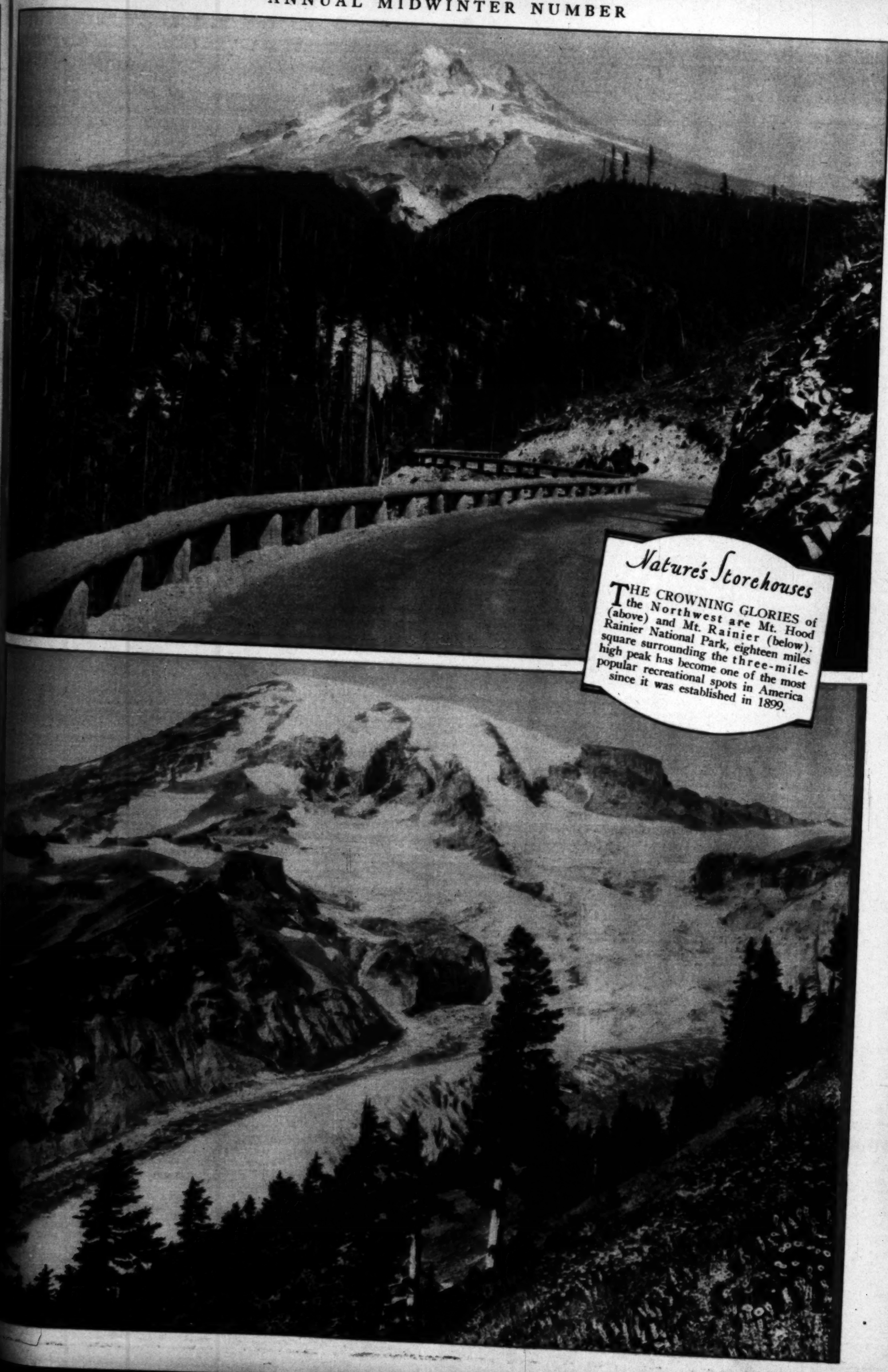


## ...ND EMPIRE

... of the Northwest is the Cascade ...er and water power and the majestic ... Rainier, Baker, and Hood to supply ...ackground to man's endeavors. The ... the neighborhood of Spokane, capital ... lying between the Cascades and the ...east, and rich in the wheat, minerals, ...ry products and fruit of Eastern ... Idaho and Western Montana. Spo... River, in a landscape of green, with ... a fifty-mile radius of the city. ...mill, pictured at the left, is duplicated ... the waterways of the Northwest. ...mills is seen piled up, in the picture ... Tacoma, that vies with Portland as ...er capital of America.

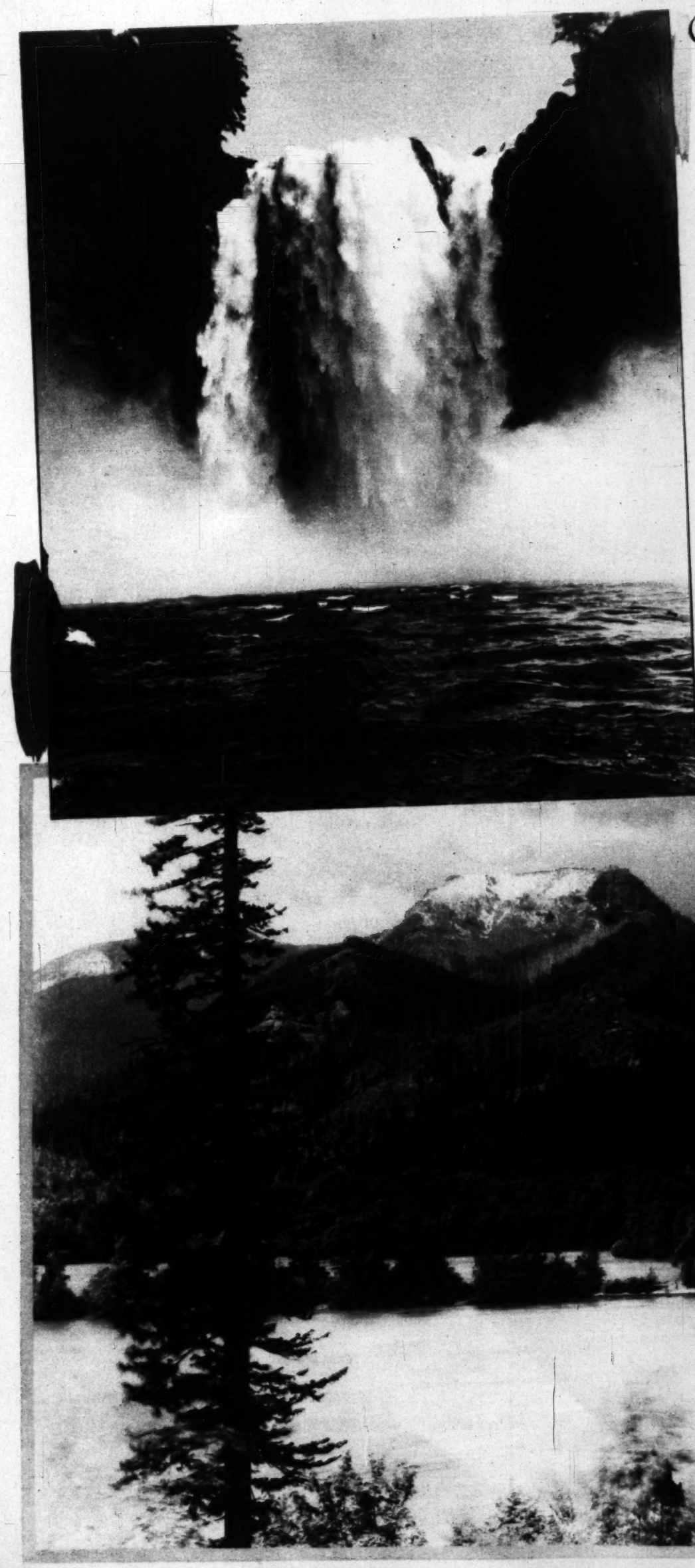






### Nature's Storehouses

THE CROWNING GLORIES of the Northwest are Mt. Hood (above) and Mt. Rainier (below). Rainier National Park, eighteen miles square surrounding the three-mile-high peak has become one of the most popular recreational spots in America since it was established in 1899.



—Copyright, Asahel Curtis.

## YELLOWSTONE National Park

ACROSS IDAHO from the north Pacific Coast states, cutting off 3,000 square miles of the northwest corner of Wyoming is Yellowstone, a view of which is shown at the left. With its waterfalls higher than Niagara, scores of geysers, hundreds of hot springs and "Paint Pots," roaring volcanic caverns, petrified forests, rainbow terraces, and innumerable freaks of stone and water, it is a wonder spot of Nature. Here 10,000 elk, 3,000 deer, 600 moose, 500 antelope, 1,200 bear, 250 mountain sheep and 1,000 buffalo run wild in the nation's largest zoo. The park season is from June 18th to September 15th. Its four gateways are at Gardiner, West Yellowstone, Cody and Lander, served respectively by the Northern Pacific, the Union Pacific, the Burlington Route, and the Chicago and Northwestern railroads.

## The Columbia River Highway

SKIRTING THE COLUMBIA for 337 miles from the Pacific eastward through the Cascade Range, bridged across dizzy canyons, hugging the vertical sides of rocky cliffs, tunneling through great monoliths, is the Columbia River Highway, pictured ~~below~~. With its hard-surface pavement, its concrete bridges and parapets and its easy grades, it is one of the foremost of American scenic thoroughfares. Past a dozen waterfalls of national renown, Latourells, Mist, Wahkeena, and Horsetail; through great gorges with their massive palisades of basalt and roaring cascades; into the Hood River Valley and past the Mount Hood Loop Highway leading to Hood River, the city of apples; this great thoroughfare penetrates a region of scenic variety and grandeur.

—Copyright, Asahel Curtis.







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# LOWSTONE
## National Park

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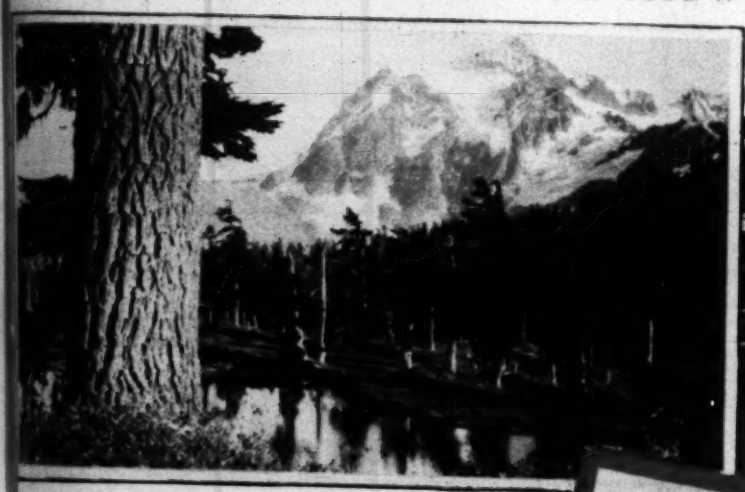
## e Columbia River Highway

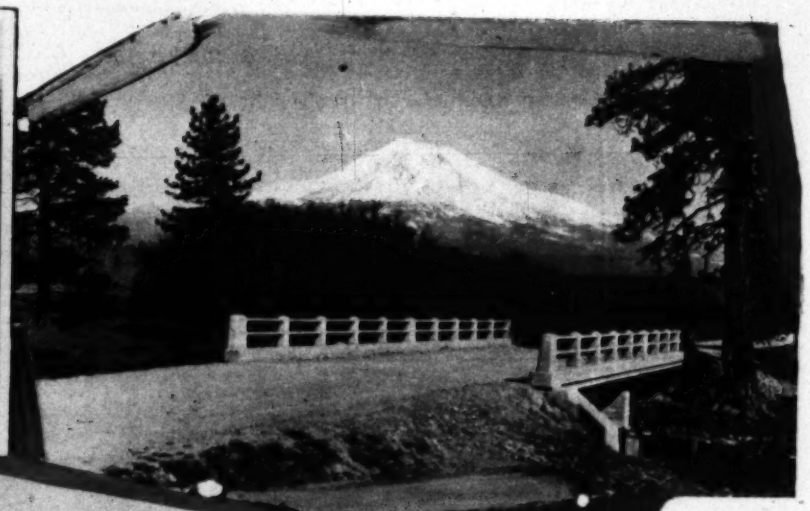
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region of scenic variety and grandeur.



—Copyright, R. L. Gifford













*Crater Lake in summer and in winter.*

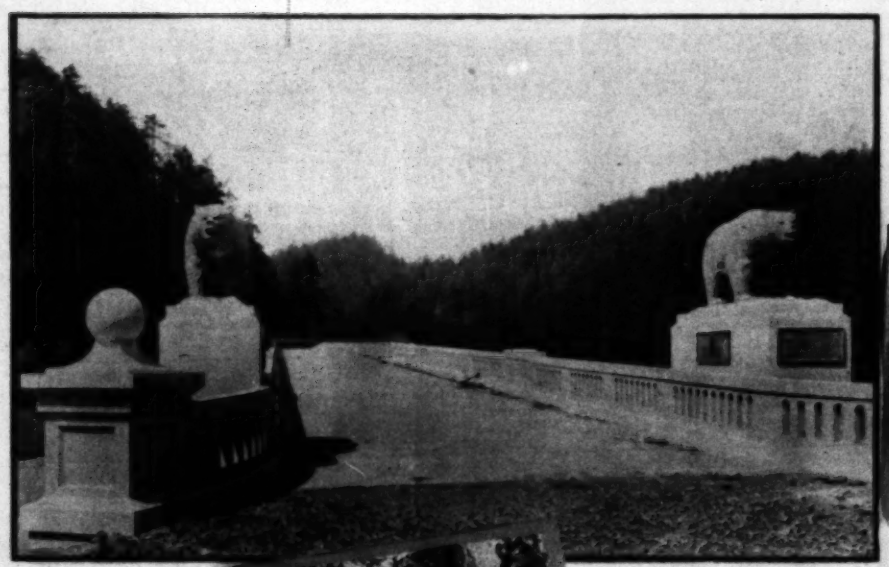
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the snowy monarch of North-
fornia, may be reached from
Shasta City, Weed, or Yreka,
300 miles north of San Fran-
on the Pacific Highway.

*The Oregon Caves, pictured above, more popularly known as the Marble Halls of Oregon, are immense chambers extending thousands of feet into the heart of Grayback Mountain, fifty miles north of Grants Pass on the Redwood Highway. With their marble walls and fantastic statuary of stalactites and stalagmites, they form one of the most interesting of the many National Monuments on the Pacific Coast.*

*(Below) Mt. Lassen.*



TER LAKE NATIONAL PARK, in the Cascades of South-
Oregon, 7,000 feet above sea level, marks the site where
Mazama once reigned with Rainier and Shasta as a monarch
Pacific, before its crest was consumed with volcanic fires,
a sapphire sea of silence and mystery, without an outlet. Six
and four miles wide, its mirrored, purple-blue surface is
from winds by the granite walls of the crater rising 2,000
the water. Two beautiful islands break this blue mirror.
Island is a crater within a crater, while the Phantom Ship,
western shore is so called because it appears and disappears
changing light. The 2,000-feet-deep waters are well stocked
nbow trout. The park may be reached from Medford on the west or Klamath Falls on the east.





*The Douglas Memorial Bridge, pictured above, completed this year over the Klamath River, forms the last major link in the spectacular Redwood Highway, paralleling the famous Pacific Highway, pictured at the left, and joining it at Grants Pass in Southern Oregon.*



## The REDWOOD HIGHWAY

THE OUTSTANDING EVENT of the past year on the Pacific Coast has been the opening of the Redwood Highway passing north from San Francisco through 97% of the world's redwoods to Southern Oregon. A million and a half acres of these ageless giants skirt the north coast of California to an average depth of twenty miles, where they stand as living witnesses of a day before the dawn of modern history. The drive over asphalt through the mysteries of their dense shade, besprinkled with sun-rays, is an experience never to be forgotten.



*The Memorial Stadium of the University of California on the hills of Berkeley, overlooking San Francisco Bay. Setting a high standard for scholarship, this institution served, last year, 25,415 registered students, as well as nearly a million and a half others who benefited by its extension work.*

Photo by Berkeley Commercial Photo Co.

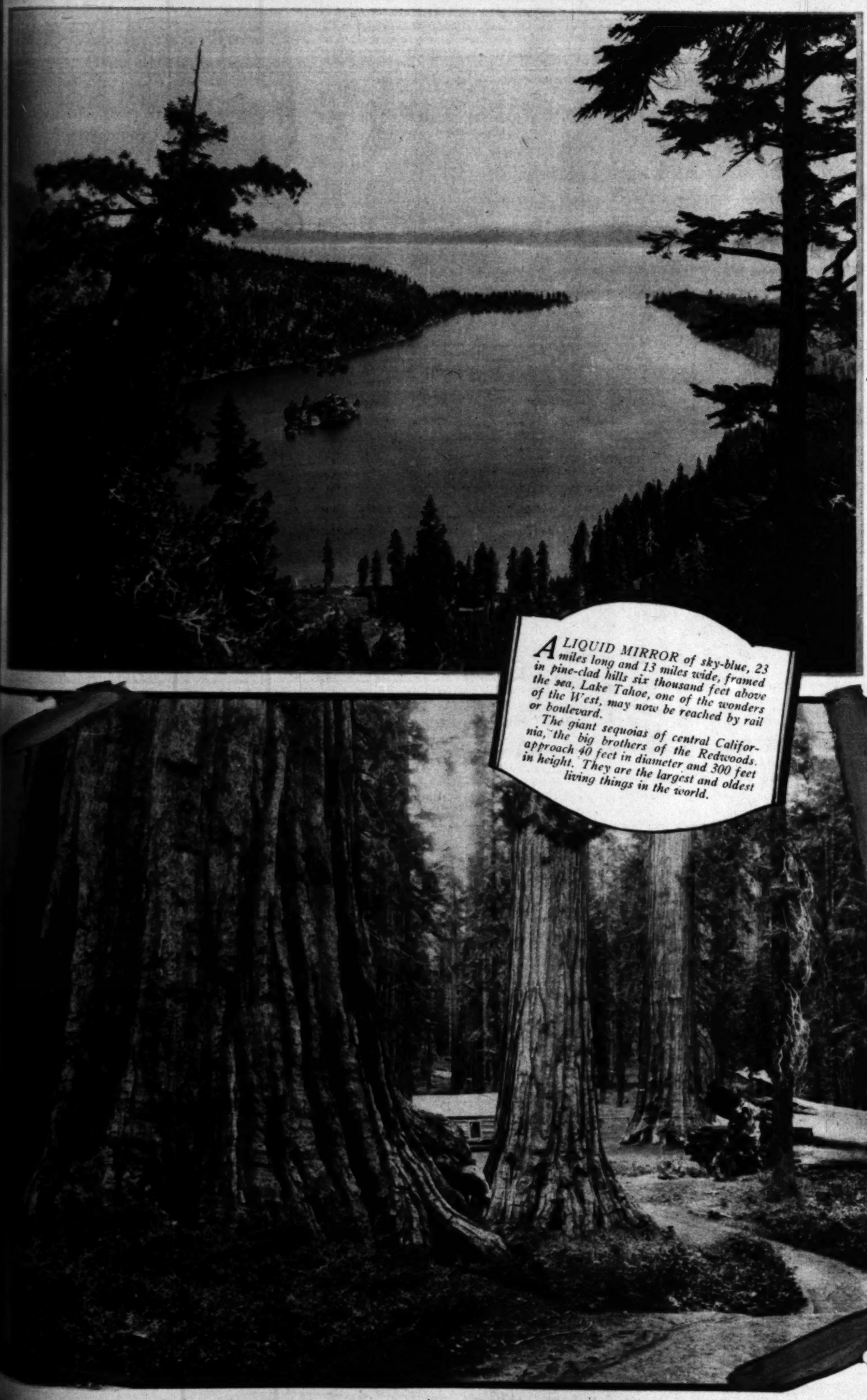


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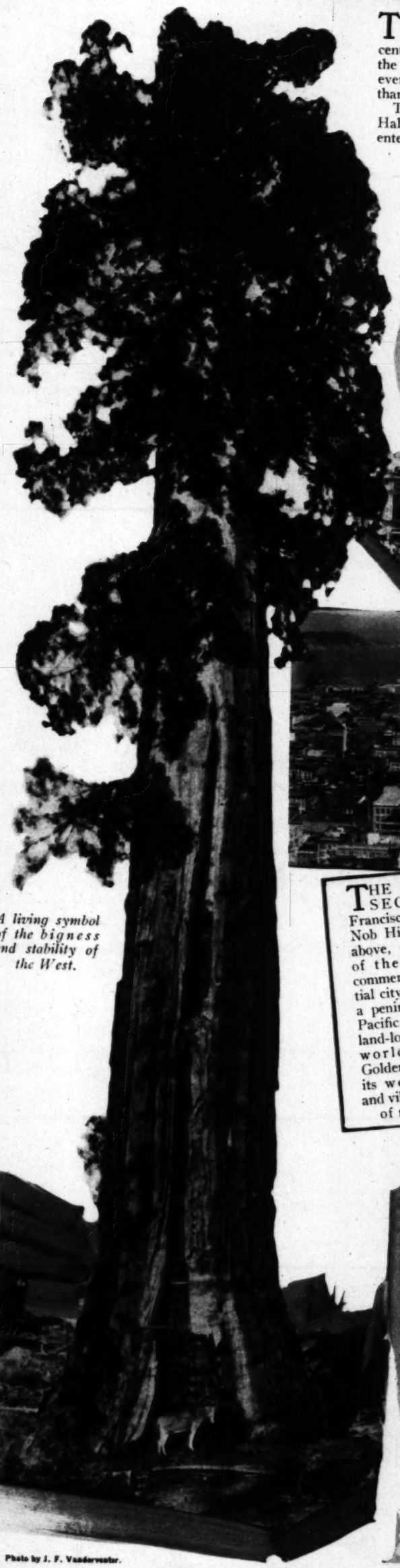


*A LIQUID MIRROR of sky-blue, 23 miles long and 13 miles wide, framed in pine-clad hills six thousand feet above the sea, Lake Tahoe, one of the wonders of the West, may now be reached by rail or boulevard.*

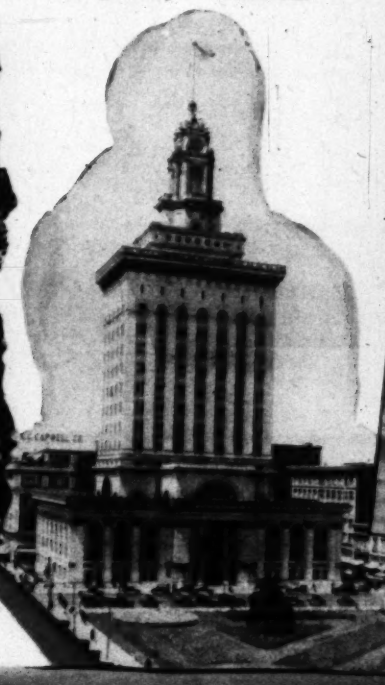
*The giant sequoias of central California, the big brothers of the Redwoods, approach 40 feet in diameter and 300 feet in height. They are the largest and oldest living things in the world.*

THE STATE CAPITOL of California, at the right, is at Sacramento, the center of a rich fruit section, located on the Sacramento River, that carries cargoes every year greater in total value even than those of the Mississippi.

The massive tower of the Oakland City Hall, below, is the majestic symbol of the enterprise and prosperity of the third largest city in California.



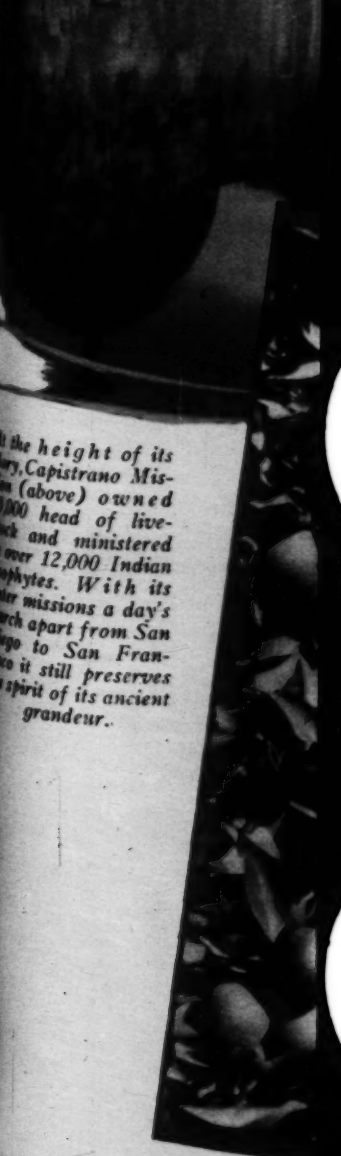
*A living symbol of the bigness and stability of the West.*







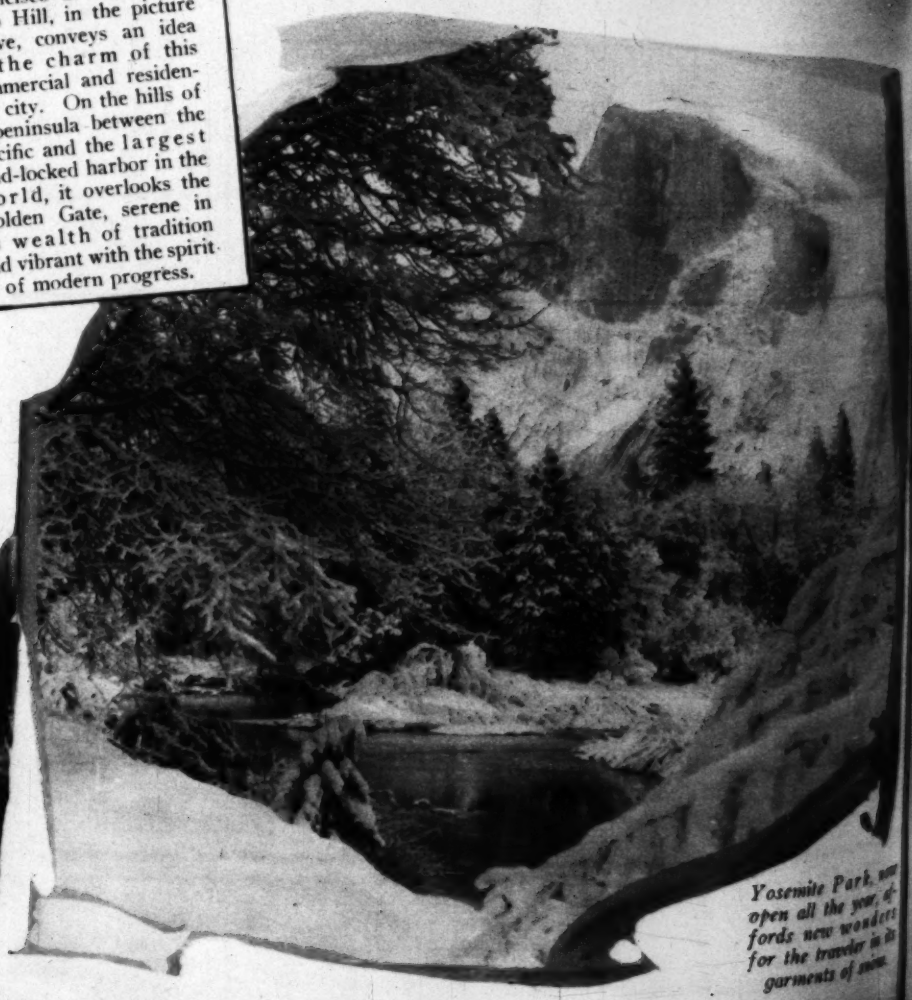
THE DOWNTOWN SECTION of San Francisco as seen from Nob Hill, in the picture above, conveys an idea of the charm of this commercial and residential city. On the hills of a peninsula between the Pacific and the largest land-locked harbor in the world, it overlooks the Golden Gate, serene in its wealth of tradition and vibrant with the spirit of modern progress.



*At the height of its glory, Capistrano Mission (above) owned 30,000 head of livestock and ministered to over 12,000 Indian neophytes. With its sister missions a day's march apart from San Diego to San Francisco it still preserves the spirit of its ancient grandeur.*



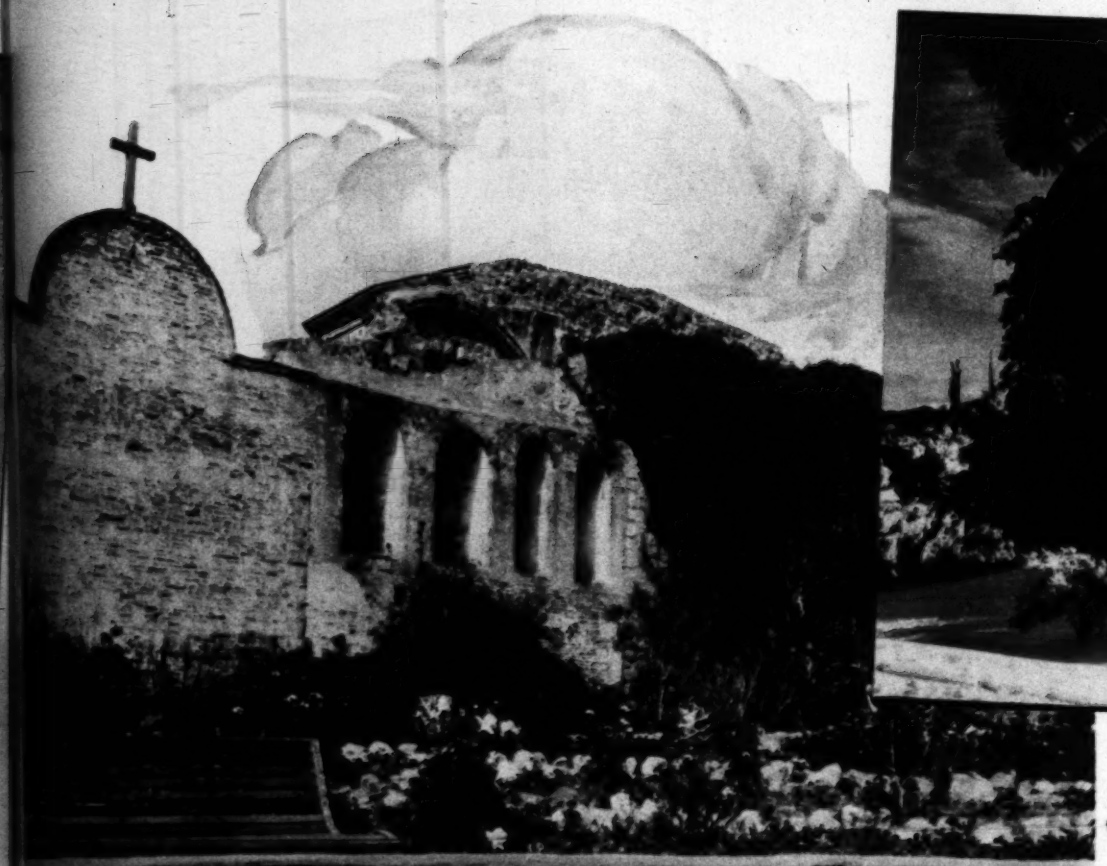
Photo by J. F. Vanderventer.



*Yosemite Park, now open all the year, affords new wonders for the traveler in its garments of snow.*

*Mount San Antonio—Old Baldy—s... a background of endless variety... orange groves of Southern Califor... their golden crop that returns an... around a hundred million dollar...*







# Southern California

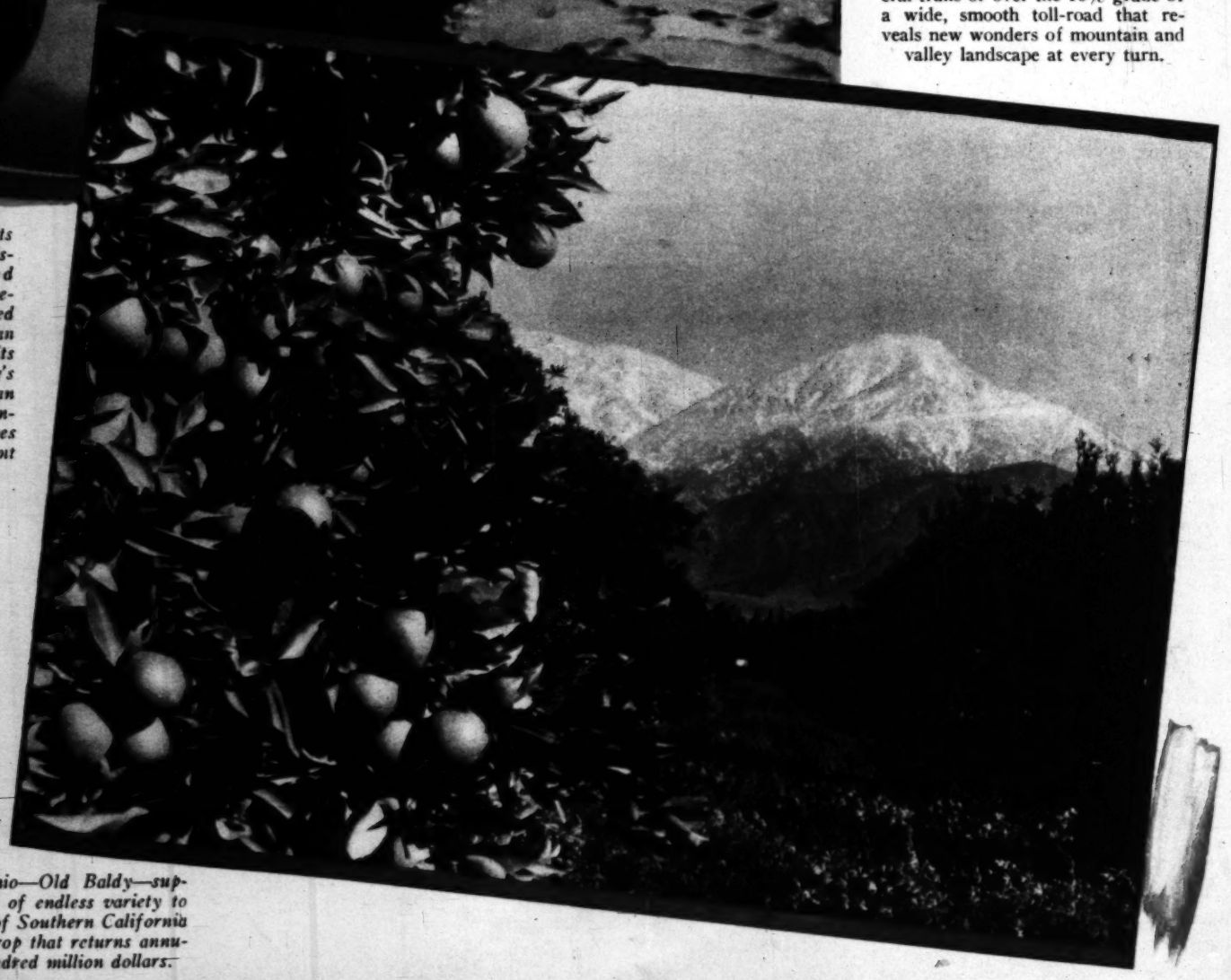
THE OLD MISSIONS standing for traditions of courtly leisure and warm-hearted hospitality that are the heritage from Spain, the observatories on the mountain tops, beacons of scientific leadership, the paradox of oranges and snow suggesting the wide variety and scope of life in the Southwest, are all symbols of Southern California. The Mount Wilson Observatory, above, housing the largest telescope in the world, is 6,000 feet above the sea. From it one may look down day or night over sixty cities and towns in the richest valley in the world. It may be reached by several trails or over the 10% grade of a wide, smooth toll-road that reveals new wonders of mountain and valley landscape at every turn.





*Yosemite Park, no[w] open all the year, a[nd] fords new wonde[rs] for the traveler in [the] garments of snow.*

*[t]he height of its [p]ower, Capistrano Mis[sion] (above) owned [a] great herd of live[stock] and ministered [to] over 12,000 Indian [con]verts. With its [fif]teen missions a day's [jo]urney apart from San [Die]go to San Fran[cisco] it still preserves [the] spirit of its ancient [re]gime and grandeur.*



*San Antonio—Old Baldy—sup[plies] a background of endless variety to [the] orange groves of Southern California [and] their golden crop that returns annu[ally] around a hundred million dollars.*



—Copyright, Spence Airplane.

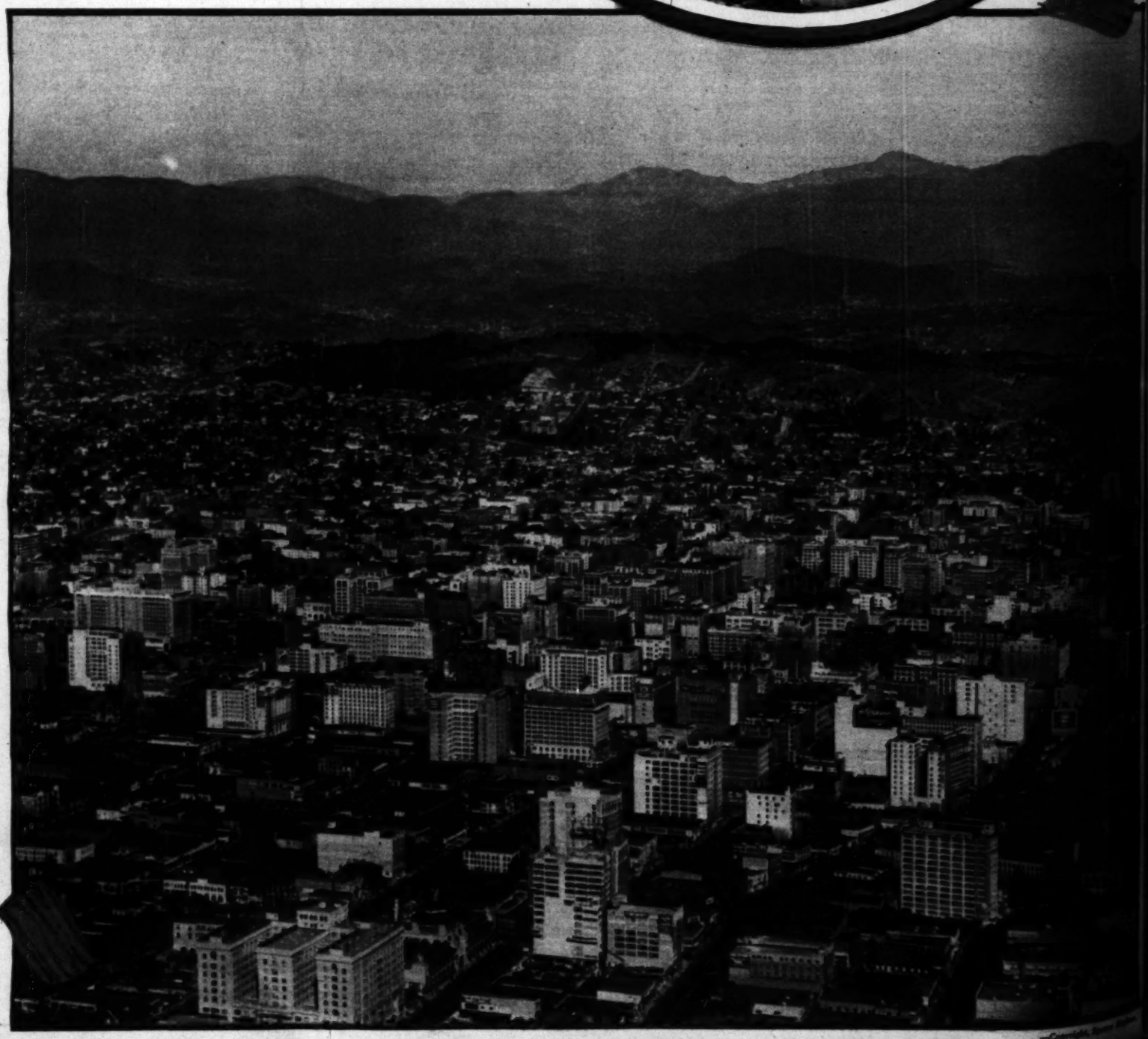
# LOS ANGELES

THE CITY OF OUR LADY, Queen of the Angels, located as the site for a Spanish pueblo less than 150 years ago, now extends from the mountains westward and southward to the sea, with a population of 1,260,315, according to State Controller Ray Riley. Within the boundaries of the city is the great motion picture center of Hollywood and its picturesque city blocks of make-believe, such as that pictured above. Within the boundaries is Venice (at the right), one of the many nation-famed pleasure beaches that skirt the business center to the west and south. Within a twenty-mile radius, in what is known as the Metropolitan District, now live two-fifths of the people of the state. In this area the population growth in the last five years has broken all world's records.





A general view of Zion National Park in Southwestern Utah.



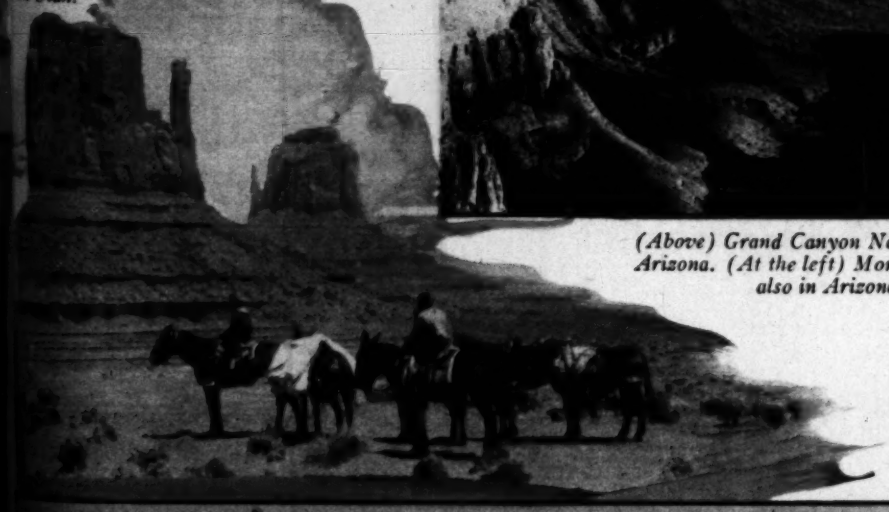


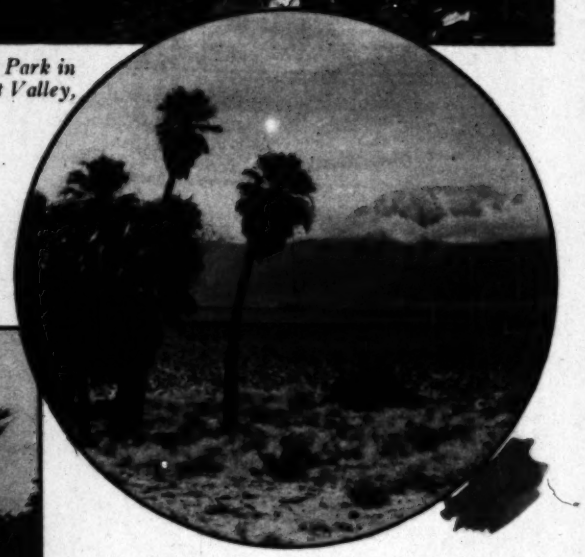


*[illegible]ral view [illegible]n National [illegible]k in South-[illegible]rn Utah.*



*(Above) Grand Canyon National Park in Arizona. (At the left) Monument Valley, also in Arizona.*





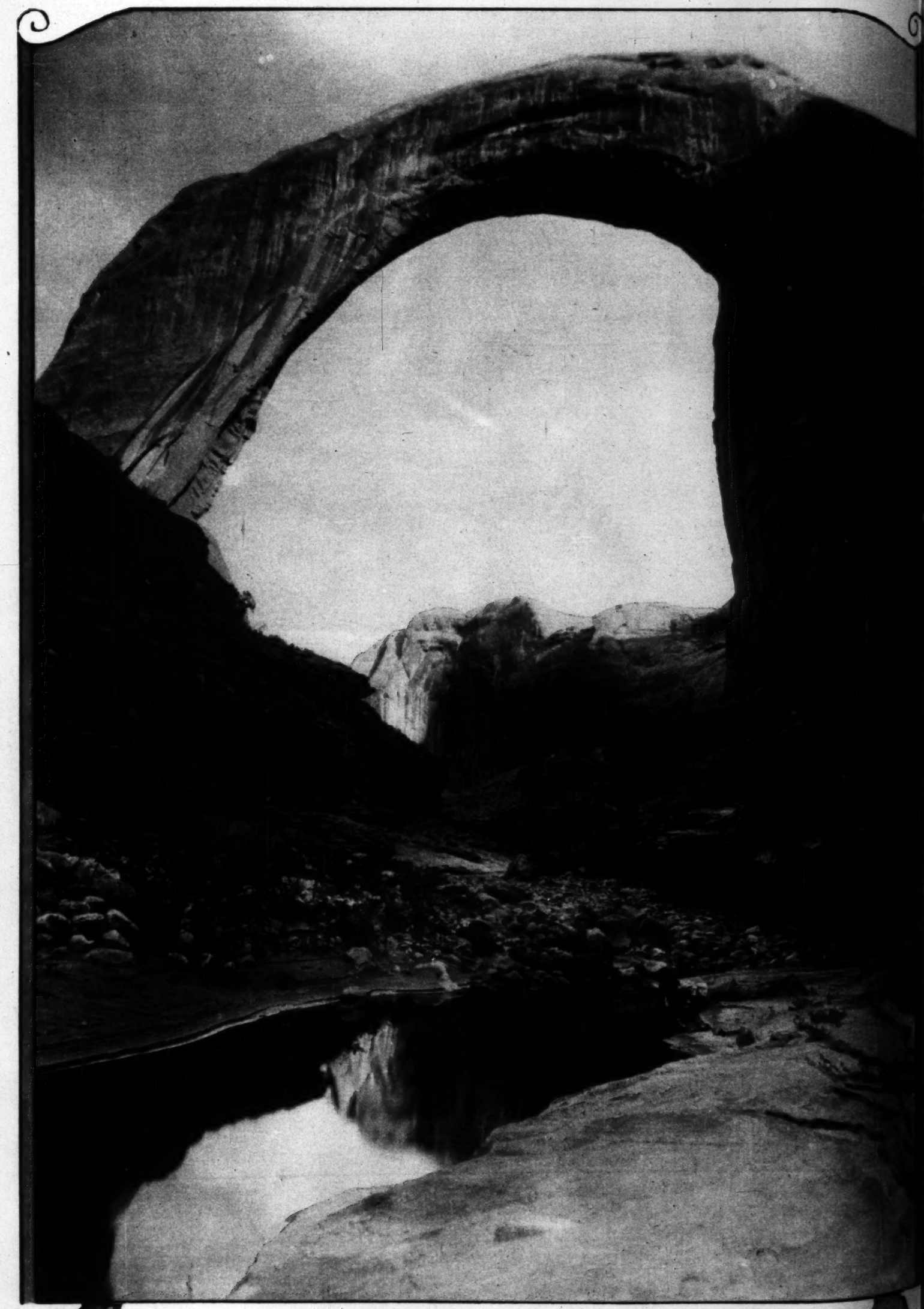
*(Above) Native palms in the Coachella Valley of Southern California. (At the left) Cultivated palms at Coronado, in the bay of San Diego.*



TRIBUTARY TO LOS ANGELES are natural wonders unsurpassed anywhere in the world for sheer beauty and inspiring immensity. Six hundred miles to the northeast takes one by highway or train into the land of flaming canyons in Southwestern Utah and Northern Arizona. Grand Canyon, Zion Canyon, Cedar Breaks and Brice Canyon—each different from the other, each breath-taking in its immensity, each blazing with brilliant colors that one not familiar with this country would scarcely believe existed outside of the artist's paint box. Throughout the brilliant desert regions of Southern California and Arizona are scattered bright-hued rock and mountain formations such as those in Monument Valley and the Painted Desert. South of the city a half day's drive one comes into the region of native palms where Palm and Andreas Canyons have recently become popular resorts.

SAN DIEGO, California's southernmost city, opened the first chapter of America's western history and is today one of the most delightful residence cities on the coast. Its beautiful harbor, enfolded in the arms of Point Loma and Coronado Strand, is an important air and naval base, as well as a popular recreation ground. It has ideal all-year climate and a great variety of mountain, bay and ocean attractions at its gates.

—Copyright, Spanis[illegible]



## Yesterdays of the SOUTH WEST

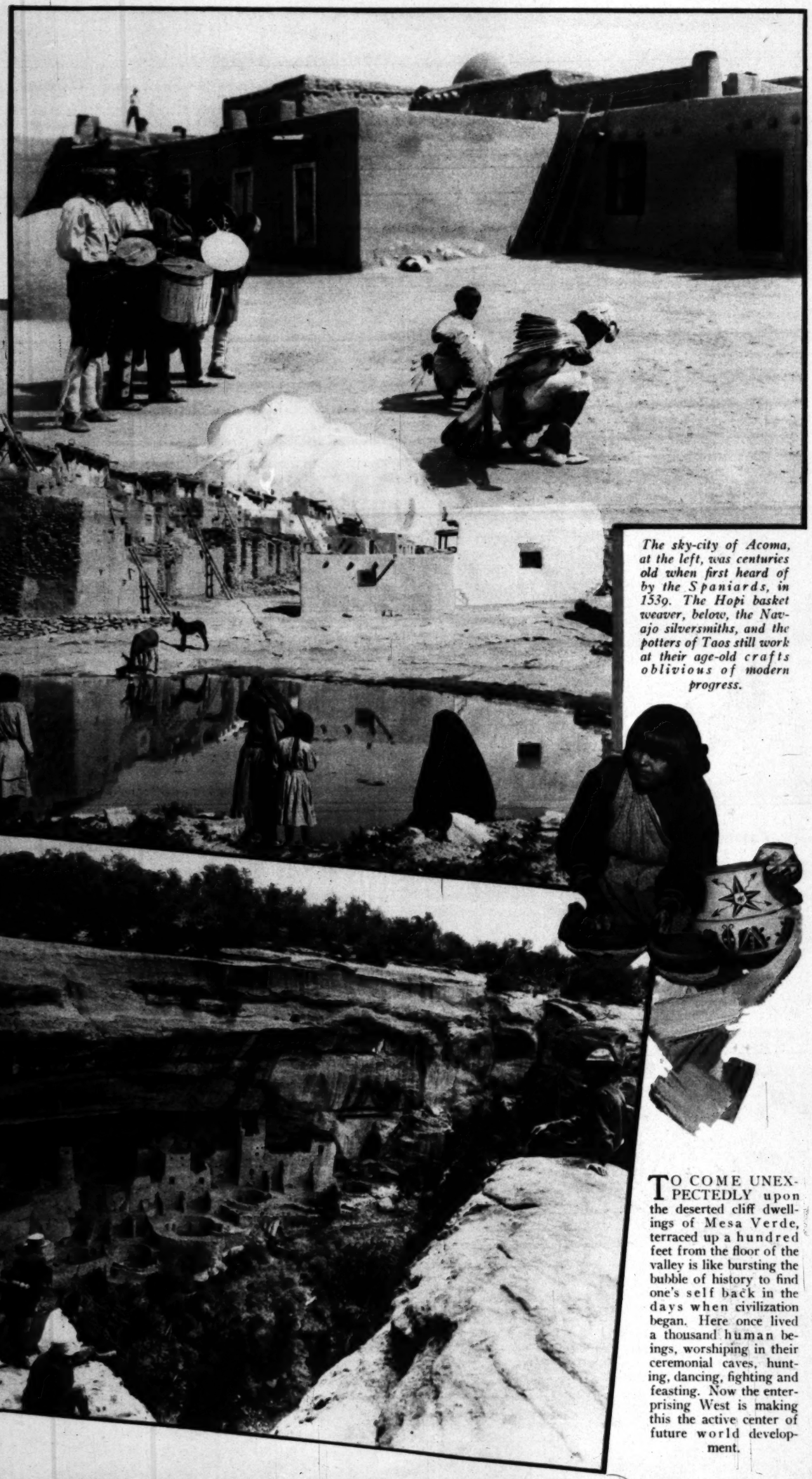
ALONG the upper Rio Grande in New Mexico, life is being lived much as it was centuries before the white man came. The Eagle Dance, at the right, the Snake Dance and other similar prehistoric festivals still survive.



THE RAINBOW BRIDGE, near the Arizona-Utah state line, north of Flagstaff, is 308 feet high, with a span of 274 feet. It is composed of red sandstone of various shades, set in a canyon with walls of tan, brown, buff and gray. Silhouetted against a turquoise blue sky, it forms a picture of rare beauty. To reach it one must travel 18 miles by trail from Rainbow Bridge.

# Yesterdays of the SOUTH WEST

LONG the upper Rio Grande in New ico, life is being much as it was cen- before the white came. The Eagle at the right, the Dance and other prehistoric festi- still survive.



*The sky-city of Acoma, at the left, was centuries old when first heard of by the Spaniards, in 1539. The Hopi basket weaver, below, the Navajo silversmiths, and the potters of Taos still work at their age-old crafts oblivious of modern progress.*



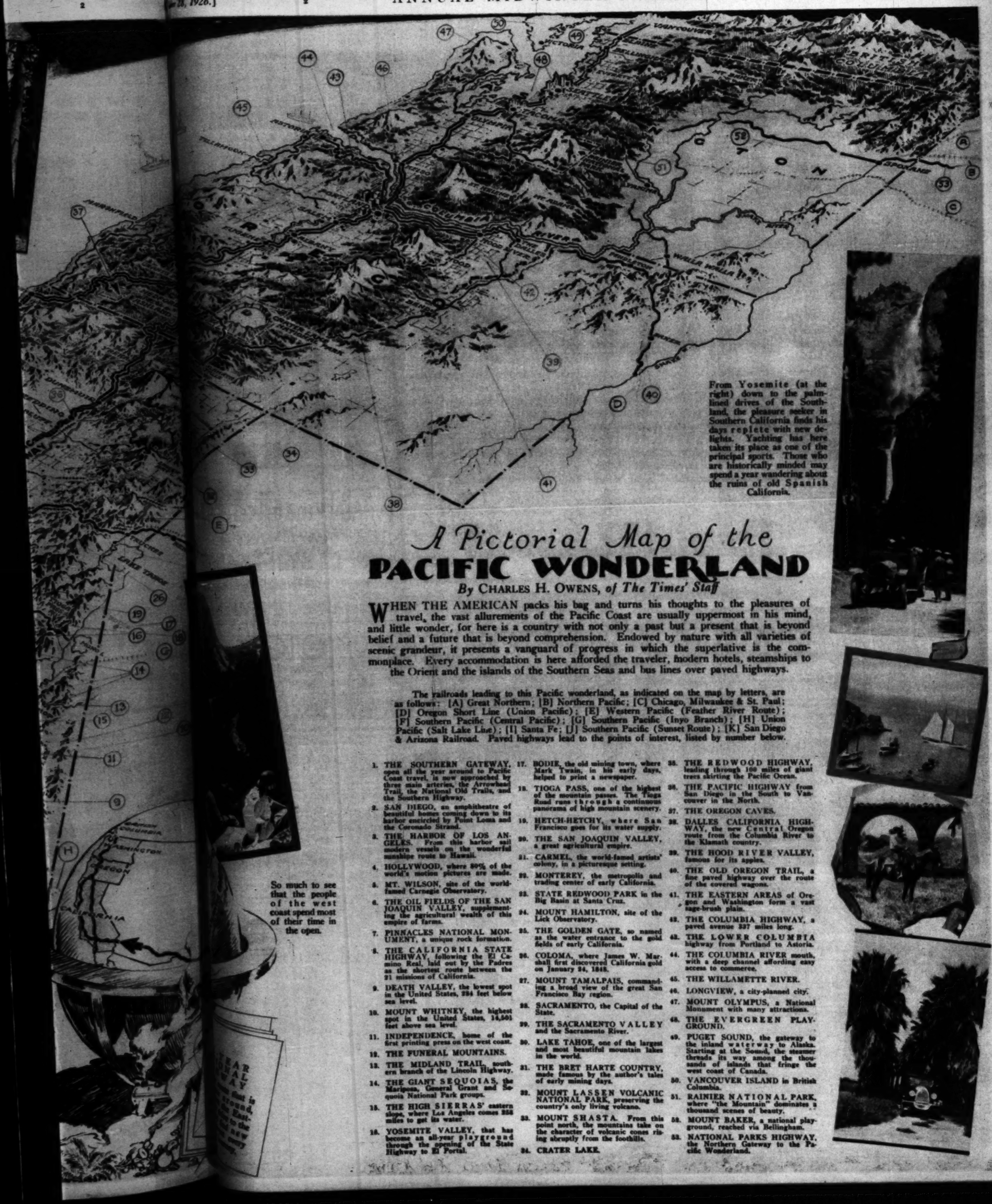
TO COME UNEXPECTEDLY upon the deserted cliff dwellings of Mesa Verde, terraced up a hundred feet from the floor of the valley is like bursting the bubble of history to find one's self back in the days when civilization began. Here once lived a thousand human beings, worshiping in their ceremonial caves, hunting, dancing, fighting and feasting. Now the enterprising West is making this the active center of future world development.




(Top, left) The Columbia River Highway. (Right) In the big timber country of the Northwest. (Center) The Rogue River, paralleled by the Crater Lake Highway. (Below) An apple orchard in the Hood River Valley.

The Panama Canal, the all-year water gateway to the Pacific Wonderland, leading the traveler through the old-world atmosphere of quaint Spanish countries.

So much to see that the people of the west coast spend most of their time in the open.




From Yosemite (at the right) down to the palm-lined drives of the South-land, the pleasure seeker in Southern California finds his days replete with new de-lights. Yachting has here taken its place as one of the principal sports. Those who are historically minded may spend a year wandering about the ruins of old Spanish California.






So much to see that the people of the west coast spend most of their time in the open.

# *A Pictorial Map of the* PACIFIC WONDERLAND

*By* CHARLES H. OWENS, *of The Times' Staff*

WHEN THE AMERICAN packs his bag and turns his thoughts to the pleasures of travel, the vast allurements of the Pacific Coast are usually uppermost in his mind, and little wonder, for here is a country with not only a past but a present that is beyond belief and a future that is beyond comprehension. Endowed by nature with all varieties of scenic grandeur, it presents a vanguard of progress in which the superlative is the commonplace. Every accommodation is here afforded the traveler, modern hotels, steamships to the Orient and the islands of the Southern Seas and bus lines over paved highways.

The railroads leading to this Pacific wonderland, as indicated on the map by letters, are as follows: [A] Great Northern; [B] Northern Pacific; [C] Chicago, Milwaukee & St. Paul; [D] Oregon Short Line (Union Pacific); [E] Western Pacific (Feather River Route); [F] Southern Pacific (Central Pacific); [G] Southern Pacific (Inyo Branch); [H] Union Pacific (Salt Lake Line); [I] Santa Fe; [J] Southern Pacific (Sunset Route); [K] San Diego & Arizona Railroad. Paved highways lead to the points of interest, listed by number below.

1. THE SOUTHERN GATEWAY, open all the year around to Pacific Coast travel, is now approached by three main arteries, the Arrowhead Trail, the National Old Trails, and the Southern Highway.
2. SAN DIEGO, an amphitheatre of beautiful homes coming down to its harbor encircled by Point Loma and the Coronado Strand.
3. THE HARBOR OF LOS ANGELES. From this harbor sail modern vessels on the wonderful sunshine route to Hawaii.
4. HOLLYWOOD, where 80% of the world's motion pictures are made.
5. MT. WILSON, site of the world-famed Carnegie Observatory.
6. THE OIL FIELDS OF THE SAN JOAQUIN VALLEY, supplementing the agricultural wealth of this empire of farms.
7. PINNACLES NATIONAL MONUMENT, a unique rock formation.
8. THE CALIFORNIA STATE HIGHWAY, following the El Camino Real, laid out by the Padres as the shortest route between the 21 missions of California.
9. DEATH VALLEY, the lowest spot in the United States, 284 feet below sea level.
10. MOUNT WHITNEY, the highest spot in the United States, 14,501 feet above sea level.
11. INDEPENDENCE, home of the first printing press on the west coast.
12. THE FUNERAL MOUNTAINS.
13. THE MIDLAND TRAIL, southern branch of the Lincoln Highway.
14. THE GIANT SEQUOIAS, the Mariposa, General Grant and Sequoia National Park groups.
15. THE HIGH SIERRAS' eastern slope, where Los Angeles comes 258 miles to get its water.
16. YOSEMITE VALLEY, that has become an all-year playground through the opening of the State Highway to El Portal.
17. BODIE, the old mining town, where Mark Twain, in his early days, helped to print a newspaper.
18. TIOGA PASS, one of the highest of the mountain passes. The Tioga Road runs through a continuous panorama of high mountain scenery.
19. HETCH-HETCHY, where San Francisco goes for its water supply.
20. THE SAN JOAQUIN VALLEY, a great agricultural empire.
21. CARMEL, the world-famed artists' colony, in a picturesque setting.
22. MONTEREY, the metropolis and trading center of early California.
23. STATE REDWOOD PARK in the Big Basin at Santa Cruz.
24. MOUNT HAMILTON, site of the Lick Observatory.
25. THE GOLDEN GATE, so named as the water entrance to the gold fields of early California.
26. COLOMA, where James W. Marshall first discovered California gold on January 24, 1848.
27. MOUNT TAMALPAIS, commanding a broad view of the great San Francisco Bay region.
28. SACRAMENTO, the Capital of the State.
29. THE SACRAMENTO VALLEY and the Sacramento River.
30. LAKE TAHOE, one of the largest and most beautiful mountain lakes in the world.
31. THE BRET HARTE COUNTRY, made famous by the author's tales of early mining days.
32. MOUNT LASSEN VOLCANIC NATIONAL PARK, preserving the country's only living volcano.
33. MOUNT SHASTA. From this point north, the mountains take on the character of volcanic cones rising abruptly from the foothills.
34. CRATER LAKE.
35. THE REDWOOD HIGHWAY, leading through 100 miles of giant trees skirting the Pacific Ocean.
36. THE PACIFIC HIGHWAY from San Diego in the South to Vancouver in the North.
37. THE OREGON CAVES.
38. DALLES CALIFORNIA HIGHWAY, the new Central Oregon route from the Columbia River to the Klamath country.
39. THE HOOD RIVER VALLEY, famous for its apples.
40. THE OLD OREGON TRAIL, a fine paved highway over the route of the covered wagons.
41. THE EASTERN AREAS of Oregon and Washington form a vast sage-brush plain.
42. THE COLUMBIA HIGHWAY, a paved avenue 327 miles long.
43. THE LOWER COLUMBIA highway from Portland to Astoria.
44. THE COLUMBIA RIVER mouth, with a deep channel affording easy access to commerce.
45. THE WILLAMETTE RIVER.
46. LONGVIEW, a city-planned city.
47. MOUNT OLYMPUS, a National Monument with many attractions.
48. THE EVERGREEN PLAYGROUND.
49. PUGET SOUND, the gateway to the inland waterway to Alaska. Starting at the Sound, the steamer threads its way among the thousands of islands that fringe the west coast of Canada.
50. VANCOUVER ISLAND in British Columbia.
51. RAINIER NATIONAL PARK, where "the Mountain" dominates a thousand scenes of beauty.
52. MOUNT BAKER, a national playground, reached via Bellingham.
53. NATIONAL PARKS HIGHWAY, the Northern Gateway to the Pacific Wonderland.



Partial view of Hewes Ranch, showing centrally located packing house, railroad, etc.



This is but one of many of the inspiring scenes at beautiful Hewes Park—part of Hewes Ranch.

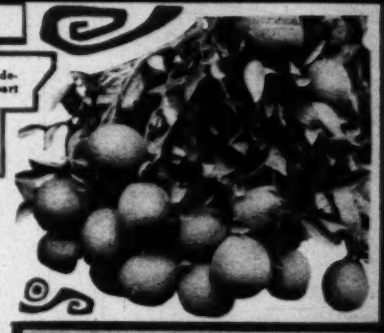


To reach Hewes Ranch: Arriving at city of Orange, drive east from "city square" two miles. Turn to right, following signs.

WHY NOT HAVE AN *INCOME HOME* IN ONE OF THE MOST CHARMING LOCATIONS OF SOUTHERN CALIFORNIA AT

# HEWES RANCH

Fine oranges are the most delightful of fruits to raise apart from the profit they bring. Hewes Ranch Valencias annually yield far above the average for the state.





Typical palm-lined Southern California highway flanked by miles of orange groves.

You can own a beautiful income-giving Orange Grove in full bearing or a Lemon Grove yielding a regular monthly revenue, and interplanted among your orange or lemon trees you can have AVOCADO trees—that wonderful food-fruit which yields $500.00 to $1,500.00 per acre net, under reasonably favorable conditions.

About your home you can grow a practically never ending succession of flowers and vegetables in this balmy, winterless climate. You are assured of excellent neighbors, schools, churches and the finest of Southern California's ocean beach playgrounds are within a few minutes' drive over scenic paved highways. Also every facility is afforded by the famous "Sunkist" system for picking, packing and marketing your fruit.

Price and liberality of terms considered, HEWES RANCH groves of from three to thirty acres cannot be duplicated in any part of the Southlands for sound basic values and immediate income.



Successful avocado culture in Southern California first started in Hewes Ranch District. The avocado is the leader of all money-making fruit tree crops today.

Write us today for full details.

**David Hewes Estate**
(Hewes Park)

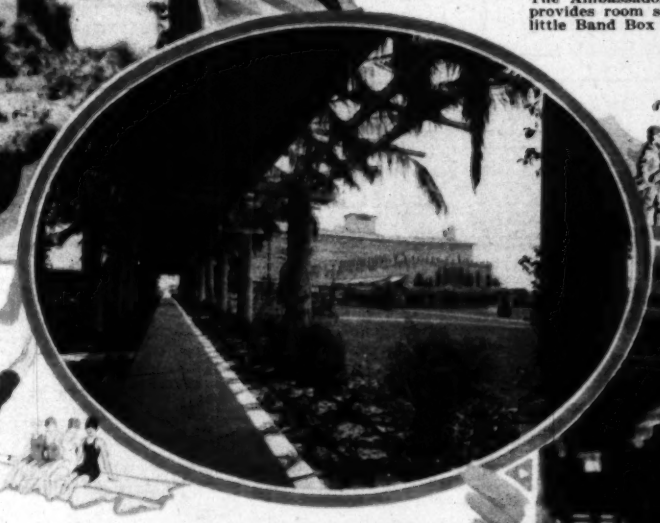
D. Lyman Huff
General Manager,
Orange, California



# A Famous California Hotel









By H. K. SILVERSMITH

AMBASSADOR guests can enjoy to the full within easy reach almost every out-of-door sport under California's sunny skies. The hotel grounds proper crown a beautiful mesa in the heart of the most beautiful residence section of Los Angeles. Located in a beautiful twenty-seven-acre park with its stately palms and orange trees, there is always a delightful brine-filled breeze from the Pacific Ocean, glistening in the distance like a blue and silver jewel.

One has the impression of captured sunlight upon entering the great sun-filled Ambassador lobby. The general impression conveyed is that the brilliant masses of flowers had followed the guest from out-of-doors. Indeed is the "home touch" most graciously brought out in a great hotel.

It is hard sometimes for the guest to decide whether to stop in the hotel or in one of the series of charming bungalows which connect with the building by spacious palm-covered pergolas. These bungalows, of course, have perfect hotel service.

From the Ambassador one can look out over the delicately tinted Sierra Madre range or across the ocean to dreamy Catalina Island, where sets the sun.

The Ambassador dining room, gloriously massive, is lined with plate glass affording guests the always entrancing view of the city and mountains. The Ambassador has its own ranch where alligator pears, grapefruit, strawberries and all sorts of vegetables and garden produce are grown. The chef and several assistants have years of European training behind them.

Then there is the Louise Seize Room for tea serving. The colorings here are superb and here it is the Ambassador Dance Orchestra plays. This room leads to the Palm Porch, with its beautiful tile fountain and blue and yellow awnings, masses of brilliant flowers and plants in colorings and gives a truly oriental effect. Breakfast on this porch is indeed an extreme pleasure to look forward to.

One could stop at the Ambassador for weeks without leaving the grounds and still have every convenience right at hand. There are nearly forty smart shops in the Ambassador Arcade, all offering the most exclusive wares of all sorts at prices that are remarkably reasonable. Even doctor, dentist and a post office are at hand.

There is a splendid open air plunge and a small one for the little folks on the hotel grounds. Then there is a complete eighteen hole golf course, besides the Ambassador's magnificent Rancho Course a few miles away.

The Ambassador's Fiesta ballroom with its huge glowing chandeliers provides room space for banqueting 2,000. Then there is the loveliest little Band Box of a motion picture theatre with a seating capacity of 600. Here also are held private musicales and other entertainments.

The Ambassador's famous Cocoanut Grove is like a Moorish Court beneath an azure sky. Here, evenings, dancing and merry novelties hold full sway.







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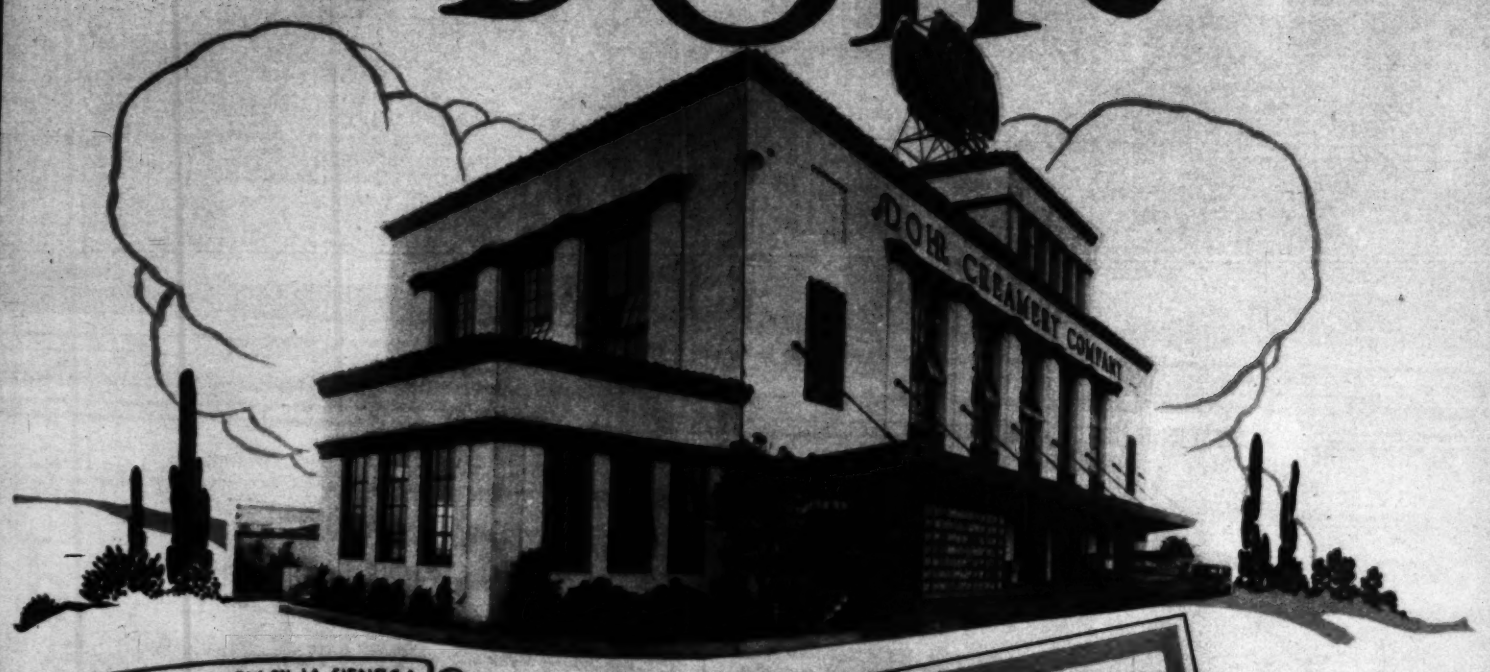
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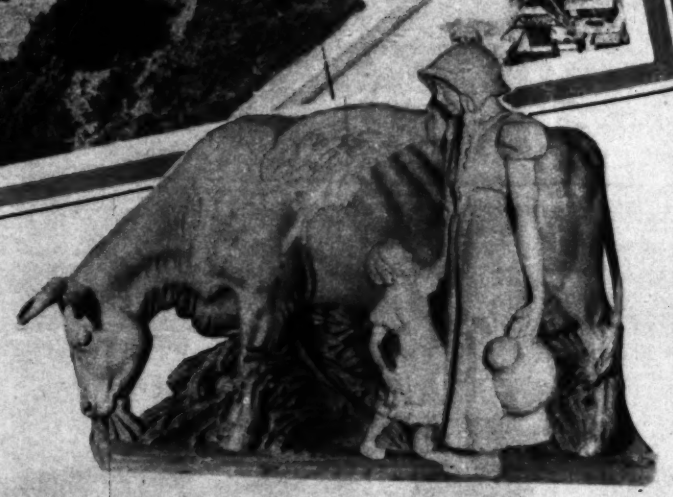
# ADOHR



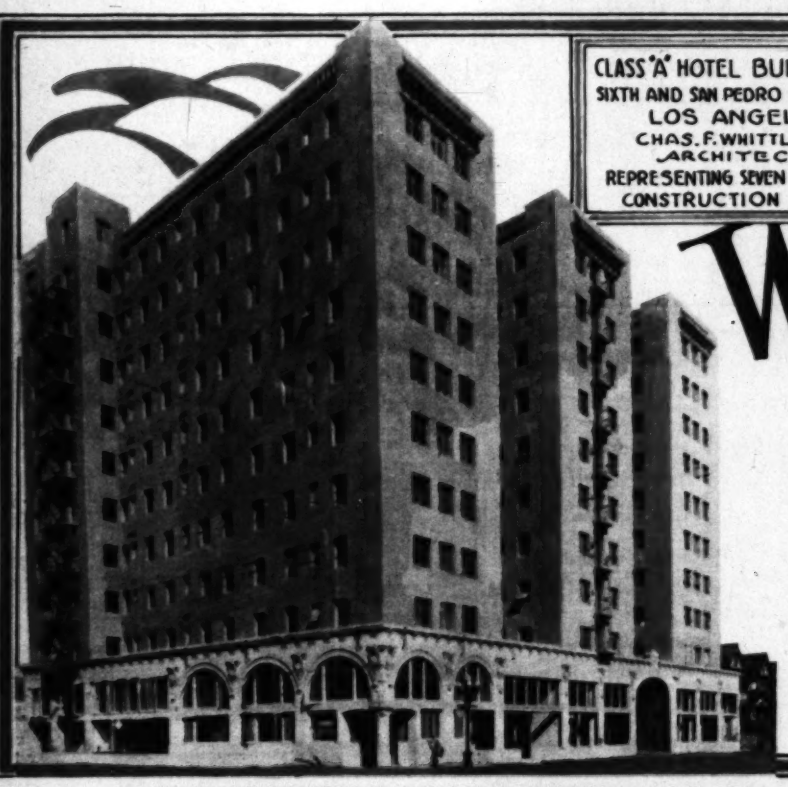

The ADOHR CREAMERY ON LA CIENEGA BLVD. AT 18th ST. WHICH PROCESSES AND BOTTLES ADOHR PASTEURIZED MILK AND CREAM, AND CHURNS ADOHR CHURNED BUTTERMILK AND ADOHR CREAMERY BUTTER.



AN AERIAL VIEW OF
ADOHR STOCK FARMS
ON VENTURA BOULEVARD,
THE HOME OF 1500 GUERNSEY CATTLE, COMPRISING THE LARGEST CERTIFIED DAIRY IN THE WORLD.
ADOHR CERTIFIED MILK
HAS A RECORD OF HIGH PERCENTAGES IN
MILK-SCORING CONTESTS
UNEQUALED
IN
AMERICA.





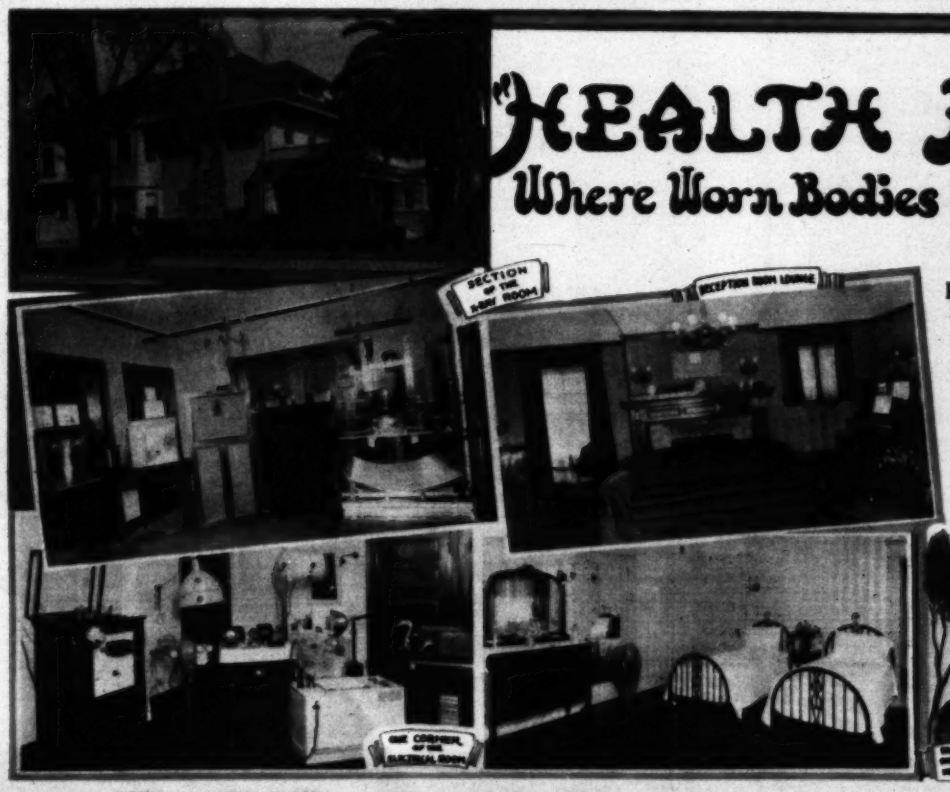



CLASS "A" HOTEL BUILDING,
SIXTH AND SAN PEDRO STREETS,
LOS ANGELES
CHAS. F. WHITTLESEY,
ARCHITECT
REPRESENTING SEVEN MONTHS
CONSTRUCTION WORK

# Kinne and Westerhouse

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LOS ANGELES




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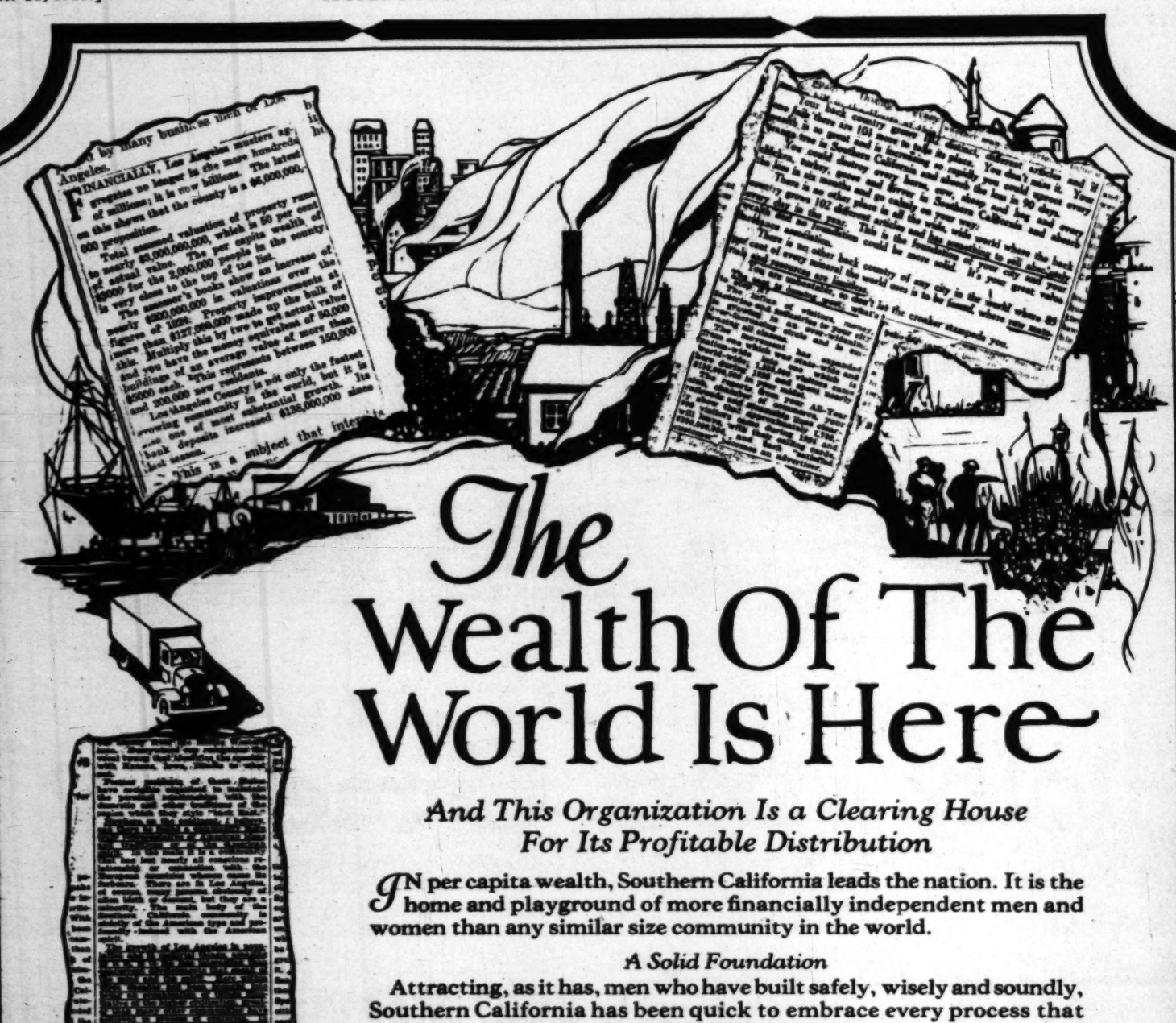
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# The Wealth Of The World Is Here

## *And This Organization Is a Clearing House For Its Profitable Distribution*

IN per capita wealth, Southern California leads the nation. It is the home and playground of more financially independent men and women than any similar size community in the world.

### *A Solid Foundation*

Attracting, as it has, men who have built safely, wisely and soundly, Southern California has been quick to embrace every process that makes for personal and public betterment.

"Its growth in material things," says the New York Times writer in the excerpt reproduced at the left, "is no less interesting than the concurrent things that speak of the mind and spirit." Here within three decades has been brought into being an organization of things illustrative of the higher civilization, greater than many other communities have achieved in centuries."

And since there is no more important consideration than the protection and accumulation of individual resources, it is not remarkable that the investors of Southern California should be alert to avail themselves of the most modern and efficient of investment services.

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In the service of this organization a constantly increasing number of the country's men of wealth and discrimination are finding the most satisfactory means for the safeguarding and accumulation of their resources.

Through this company they are assured of an *authoritative, disinterested, specialized* and *personal* service that relieves them of all anxiety with respect to the purchase of securities and *returns to them better-than-average profits.*

Regardless of the amount that you may have for investment, an inquiry will establish the fact that this service is by no means the least of the forward-making, prosperity-creating advantages offered by Los Angeles, of which you should avail yourself.

"The Lesson of the Stars" is a highly interesting and informative booklet that blazes the way to greater returns without sacrifice of safety.—The coupon will bring it to you

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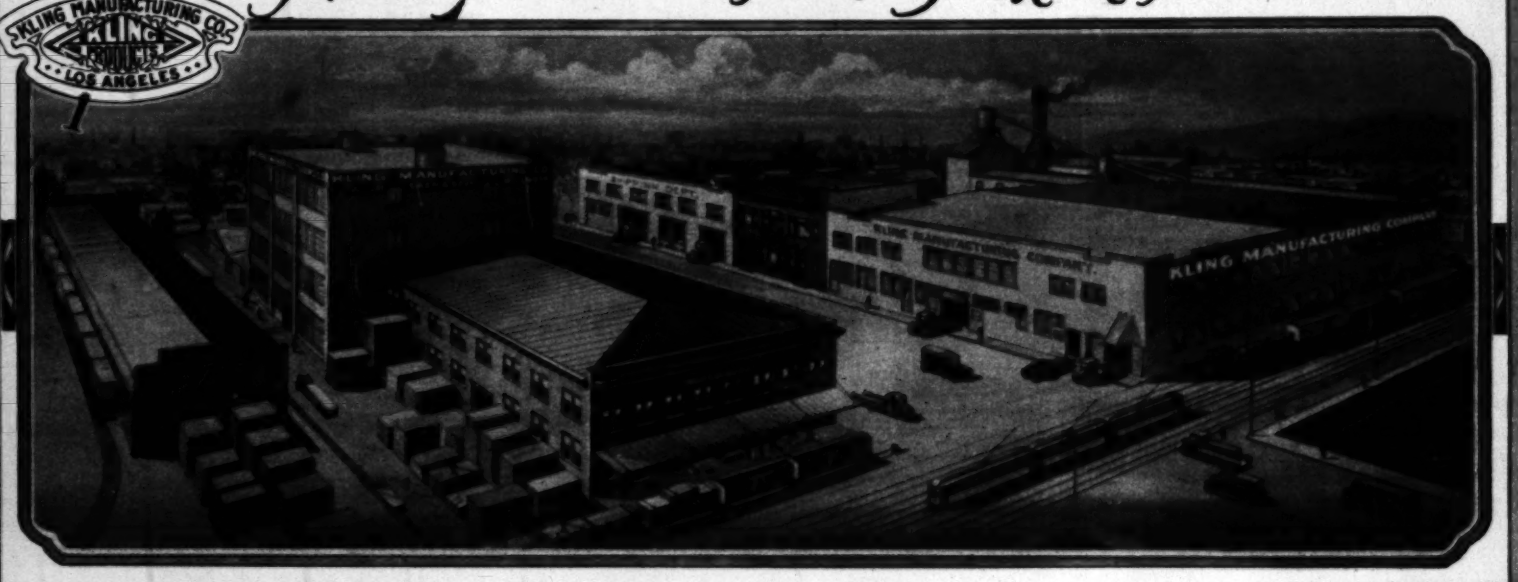


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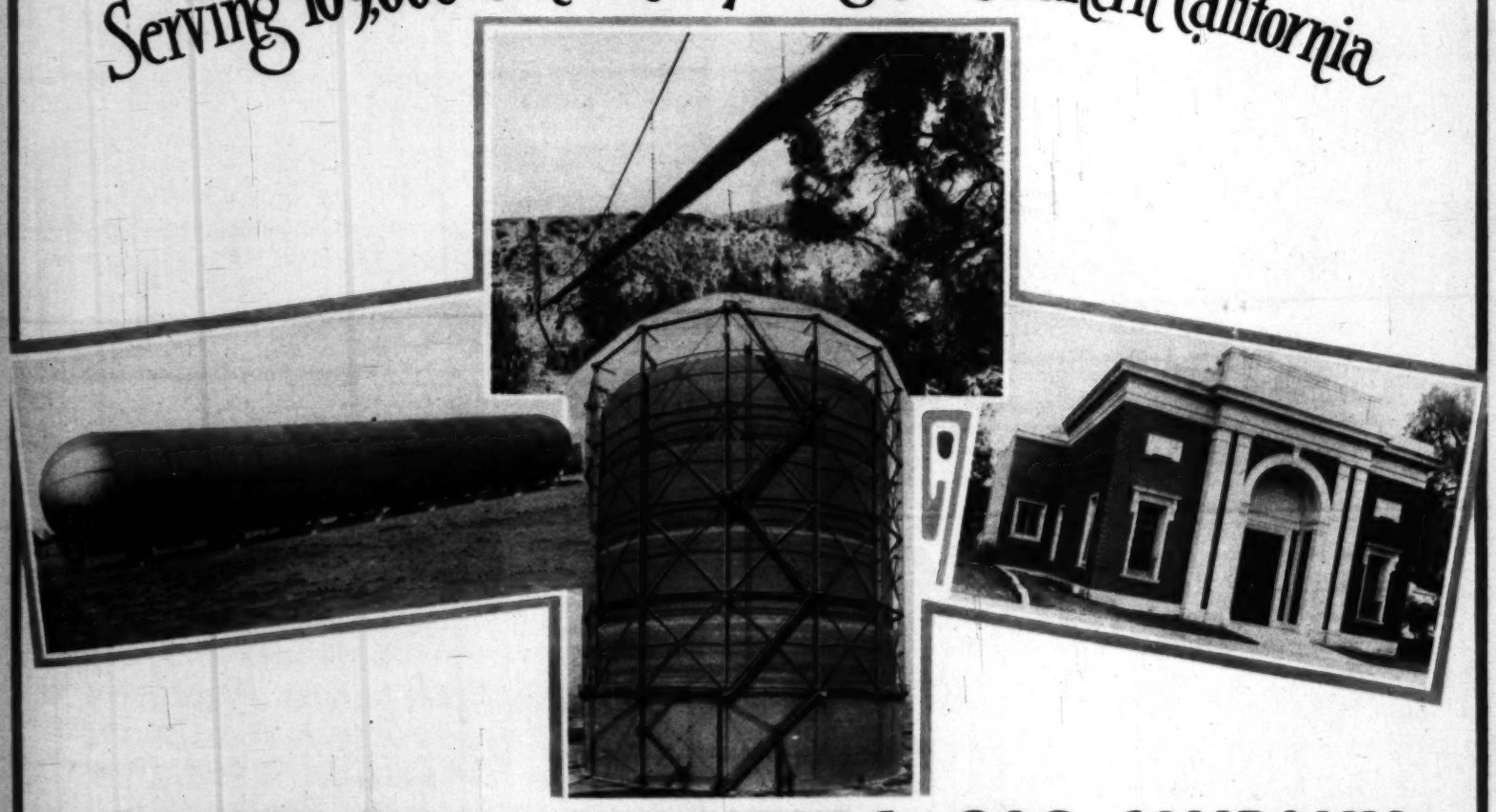

Covering approximately two acres of ground, located adjacent to the business district, this institution is one of the largest industrial plants west of Chicago. The Kling line of furniture is one of the best and most complete manufactured in the United States.

G. S. KLING, *President.* S. J. KLING, *Vice President.* W. H. KLING, *Secretary-Treasurer.*

**KLING MANUFACTURING CO.**

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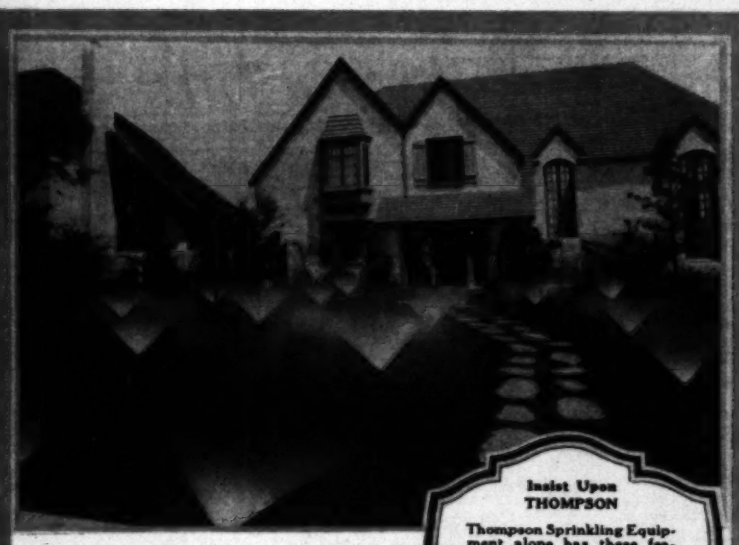
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IN ADDITION to the beauty and the increased value that a Thompson Concealed Lawn Sprinkling System gives your grounds, it is surprisingly economical. Low in first cost, Thompson Systems save half the water bills. They eliminate most, if not all, of the gardener services. They forever do away with buying new equipment. They last a lifetime and require no upkeep.

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Thompson Sprinkling Equipment alone has these features that protect you against the false economies of so-called cheap sprinkler heads. Insist upon Thompson!

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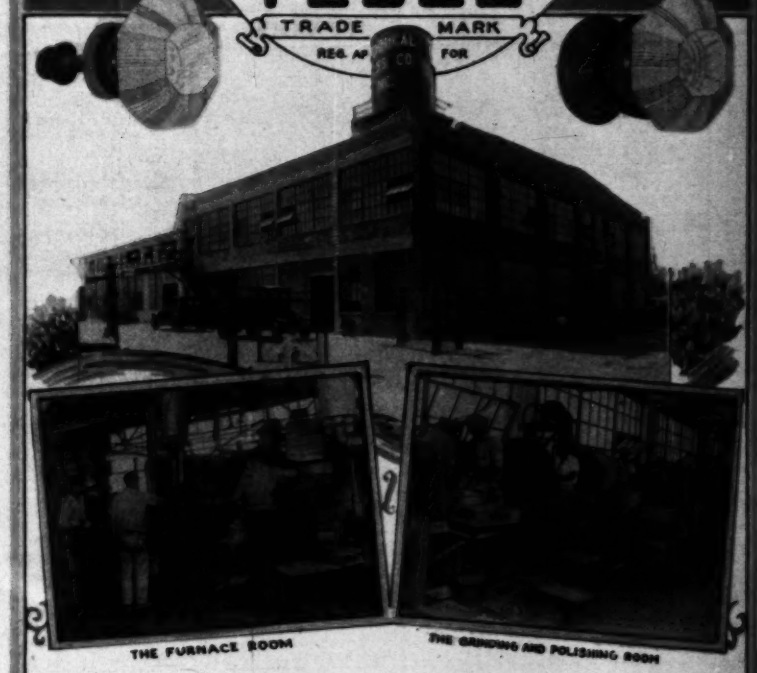
# Thompson Sprinkling Systems

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Send for a copy of "Just a Turn." Contains much information of value. Free.
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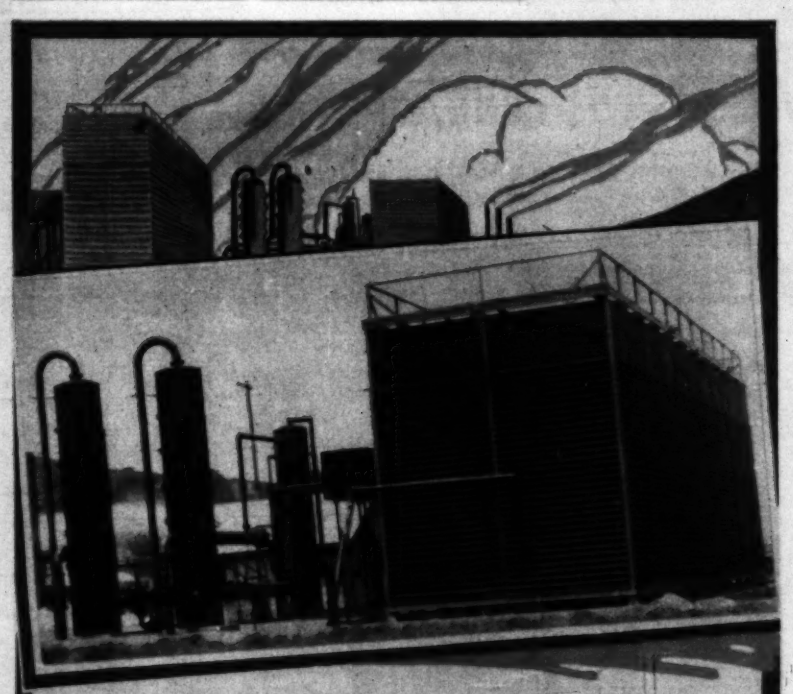
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"TEGCO" GLASS KNOBS are the unquestioned leaders in their field, not only because of their flawless perfection, but because they are always up-to-the-minute in style, keeping pace with the artistic advance of building and interior furnishing.

"TEGO" GLASS KNOBS are for sale by all leading wholesale hardware firms in the United States and Canada.

Write us for the name of our nearest distributor, who will gladly submit prices and take care of your requirements.

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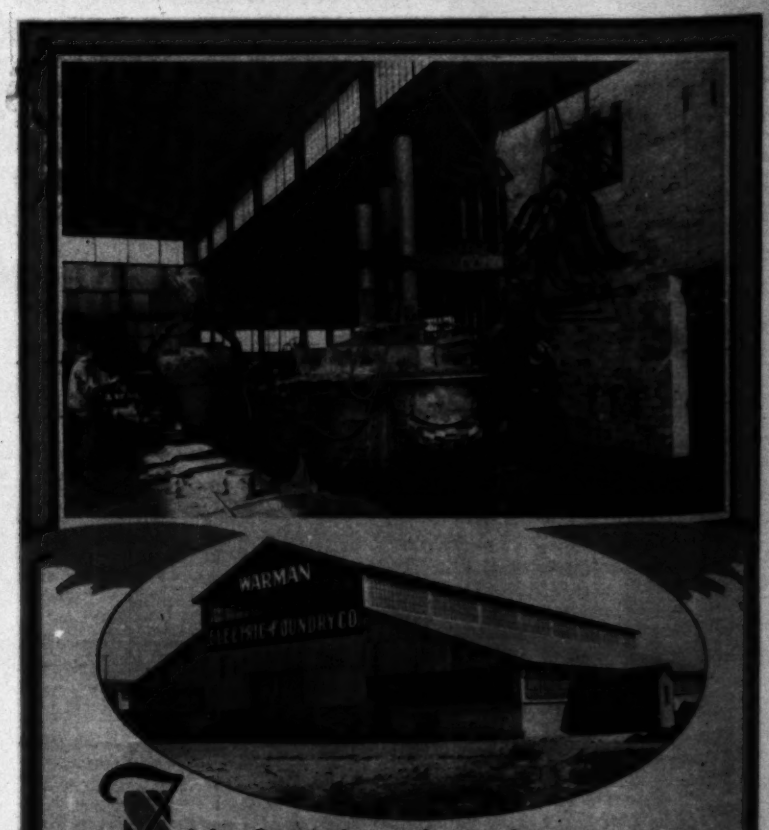


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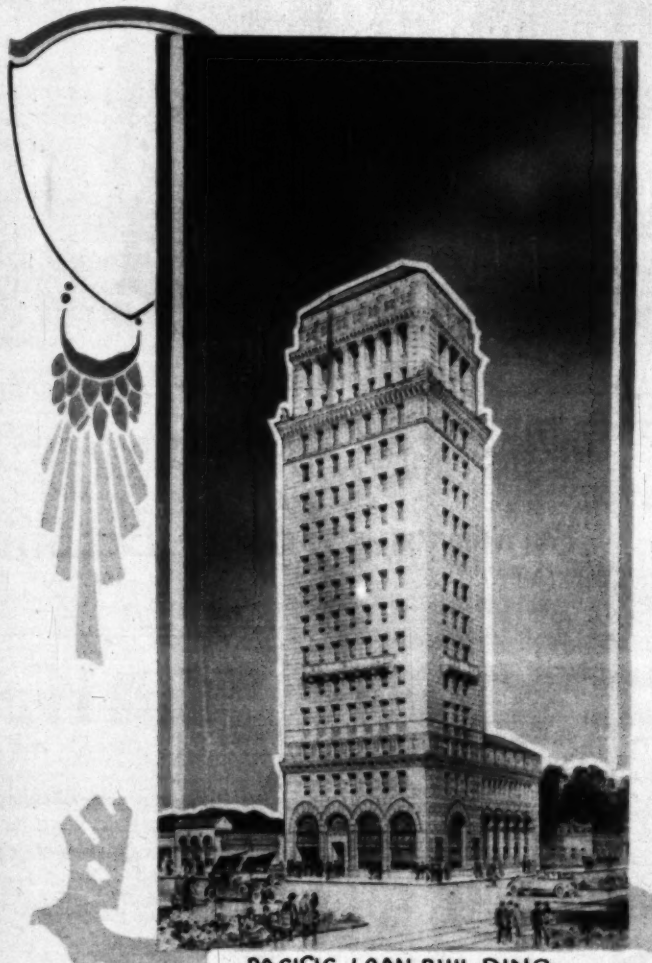
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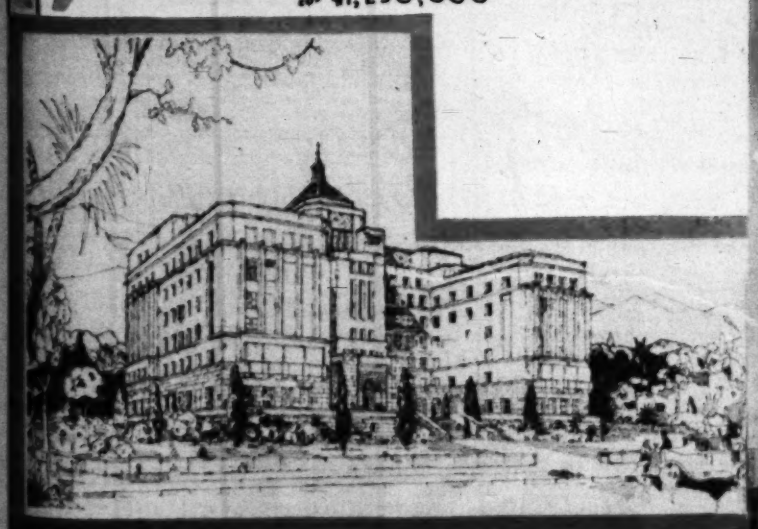
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# CURLETT & BEELMAN, INC.
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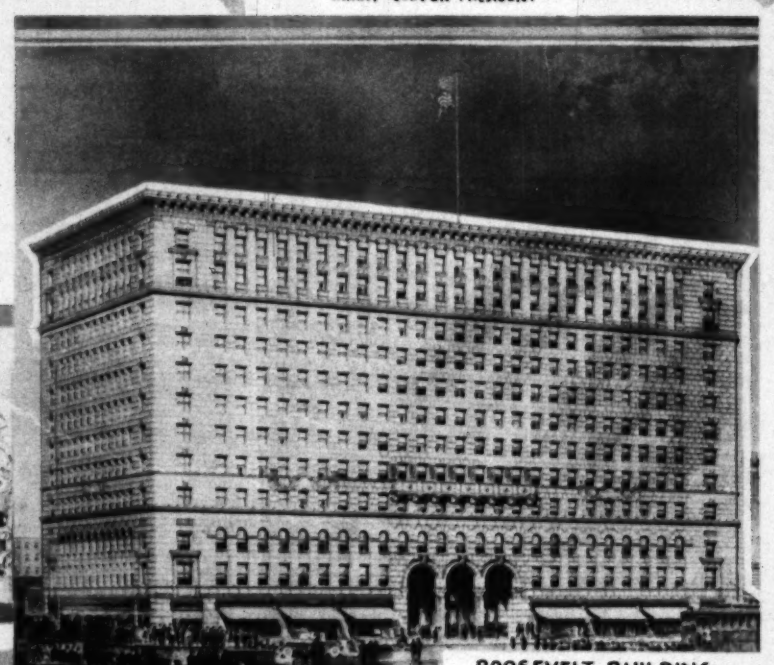
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ROOSEVELT BUILDING
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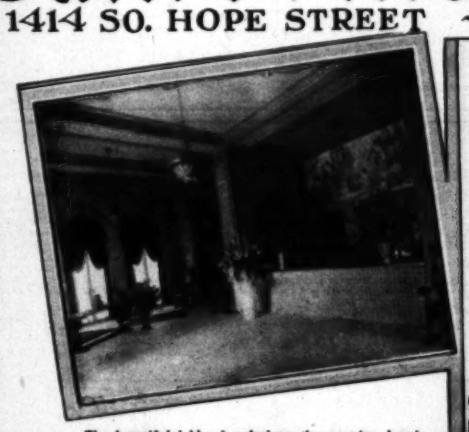
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OFFICE & YARD
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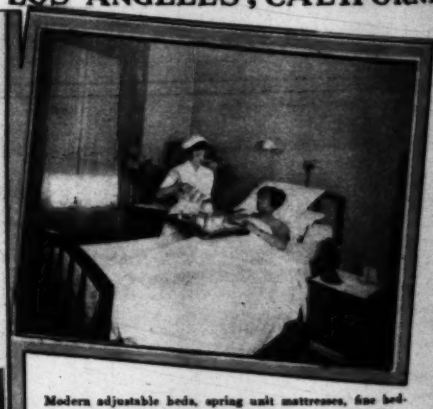
# California Lutheran Hospital

1414 SO. HOPE STREET ~ TELEPHONE-WESTMORE-4011 ~ LOS ANGELES, CALIFORNIA



The beautiful lobby foreshadows the security, hospitality and service to be found in this delightful haven for the sick and injured. The soft color tones of the Batchelder tile, the lofty ceiling, the ornate fixtures and furnishings, and the wonderful mural—*"Along the Stream of Life"*—combine to make this one of the most attractive hospital lobbies in America.



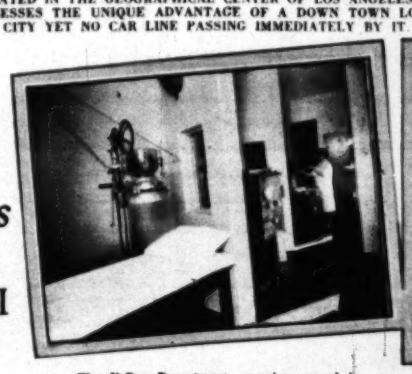


Modern adjustable beds, spring unit mattresses, fine bedding and linens; telephone, radio, silent nurse call, convenient reading light, soft indirect ceiling light, delectable diets served on attractive silver and china; superlative care by sincere, gentle and nimble nurses—these are some of the factors which make a stay at this hospital a pleasant instead of a dreaded experience.

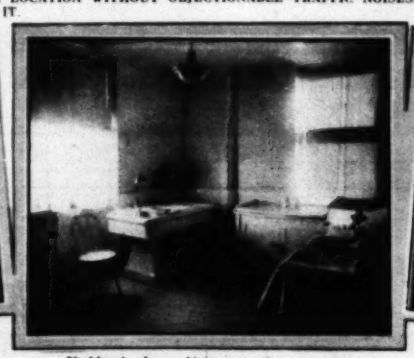
## A Great Modern Hospital - The First-Fruits of Los Angeles' Campaign for Better Hospitals

SITUATED IN THE GEOGRAPHICAL CENTER OF LOS ANGELES, ON A STREET DISTINGUISHED BY MANY NOTABLE INSTITUTIONS, THE CALIFORNIA LUTHERAN HOSPITAL POSSESSES THE UNIQUE ADVANTAGE OF A DOWN TOWN LOCATION WITHOUT OBJECTIONABLE TRAFFIC NOISES, CONVENIENT TO CAR LINES FROM ALL SECTIONS OF THE CITY YET NO CAR LINE PASSING IMMEDIATELY BY IT.

A Safe Place in Sickness
A True HEALTH RESORT



The X-Ray Department occupies several ingeniously arranged rooms, has a complete and extensive equipment, and is operated under the full-time direction of a graduate physician who is a recognized specialist in Roentgenology.



Nothing in the world is so precious as a newborn babe. This corner of a treatment room in the babies' department shows a small part of the scientific equipment installed for the benefit of His or Her Sublime Majesty—the American Baby. To be born in an accredited, standardized hospital is to begin life with a surer grip on health and vigor, with many hazards eliminated.



The Bacteriological, Chemical and Pathological laboratories, with day and night service, guide or confirm the doctor's judgment, eliminate guesswork, clarify the indications for treatment, and keep a constant check on the patient's progress.

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# THE ROOSEVELT HOTEL IN HOLLYWOOD CALIFORNIA



HUGH A. BEATON, JR.,
MANAGING DIRECTOR



*Ready for Occupancy About June 1, 1927*

## NOW BEING ERECTED ON HOLLYWOOD BOULEVARD AT ORANGE DRIVE

HOLLYWOOD has long felt the need of an adequate and representative hotel—suitable and capable of housing its many guests and to serve as headquarters for its many varied interests. The Roosevelt Hotel, in Hollywood, California, combining artistic design as well as practical hostelry construction, and which will be ready for occupancy about June 1, 1927, will represent an investment approximating $2,500,000.

This magnificent building, now rearing its head at the southwest corner of Hollywood Boulevard and Orange Drive, is in the Spanish Renaissance style, twelve stories—limit-high, is being constructed in form of a T. Construction, is entirely of reinforced concrete, and is absolutely fireproof.

The Roosevelt Hotel in Hollywood marks an epoch in the life and development of Southern California. The institution will have 418 rooms en suite, in addition to special kitchenette apartments.

Adapted from the old Spanish courts, the spacious lobby of the Roosevelt, with its great open fireplace, will welcome the traveler and the permanent guest with an assurance of comfort, refinement and hospitality.

In the treatment of the Roosevelt's main dining-room, which will have a seating capacity for 450 persons, will be found again the same note of inviting restfulness afforded by the lobby. This room is destined to become the rendezvous and show place for the smart diners—out of Los Angeles and Hollywood.

The ballroom, of Spanish villa design, will display brightness, gaiety and joy, combined with the dignity of good composition. This room will be the most unique of its kind ever attempted in hotel construction. Most naturally this room will be the social mecca for motion picture celebrities as well as the rendezvous for the elite of Hollywood.

A charming new note has been struck in the decoration scheme of the Roosevelt's bedrooms. They will be self-toned, with the walls, ceilings, rugs and furniture in the same color, taking on subtle variations through the nuances of this color. In the living-rooms the exquisite harmony of the furnishings, both in their relationship and their color, will be very marked. They will be truly comfortable, happy rooms to spend hours in.

The novel kitchenette suites have been especially designed to meet the requirements of home life. The rooms are so planned as to allow of any desired grouping and arrangement.

The Roosevelt Hotel will be the home of the world's famous Motion Picture Screen Club.

Every tourist coming to Hollywood will want to see the motion picture stars. Many of them will make their homes in the Roosevelt Hotel.

The Roosevelt Hotel will have as its managing director, Hugh A. Beaton, Jr., who, during the past few years, has built and successfully operated some of the largest and finest hotel properties in America.

For information as to rates and reservations address

ROOSEVELT HOTEL OPERATING COMPANY
Hollywood, California

# One of the most Successful Civic Undertakings in Los Angeles




LARCHMONT Boulevard Community Business Center development is one of the most successful undertakings of its character in Los Angeles, where the community business center idea has probably reached a higher degree of perfection than in any other city in the United States. Centrally located in the midst of Windsor Square, one of the highest class and most exclusive residential districts in the city, the Larchmont Boulevard Community Business Center is restricted to four blocks facing the 100-foot-wide Larchmont Boulevard, between Beverly Boulevard and West Third Street, with unexcelled transportation facilities to a wide and populous territory by either motor bus or trolley. This fully-established and successful community center is one of the most original, unique, distinctive and modernized community business centers not alone in California, but in the United States.

Every modernized condition and restriction that makes for centralized modern retail shopping was adequately provided for by the builders and developers of this splendid center, which in turn has resulted in the building of a model and successful residential community business center that is indeed a distinct credit to the founders.

Larchmont Business Center which is restricted as to kind and character of businesses, has approximately 100 high-class retail establishments, including banks, theatres, building and loan association and professional men. To accommodate the needs of the center some 40 spacious office and store buildings grace both sides of Larchmont Boulevard in the prescribed limits.

Thousands of residents find Larchmont Business Center a centralized business shopping mart, accessible to their homes where they find ample parking facilities and where they can shop and avoid the crowd, the rush and hurry usually attendant upon a shopping tour in the congested down town district. These features appeal strongly to the Community Shopper, and particularly in the Larchmont Boulevard Community Business Center, because of the fact that the shops here are among the best and most up-to-date in Los Angeles.

Naturally the community business center idea where it is planned and worked out and properly restricted, as is the Larchmont Business Center, reflects greatly upon all property values in the community thereby making that section a better place of residence.

The Pacific Southwest Trust & Savings Bank and the Citizens Trust and Savings Bank maintain branches in the community. The LaBonte Building and Loan Association occupies the ground floor of the new LaBonte Building on Larchmont Boulevard and is decidedly active as a Community financial institution, persistently encouraging and promoting the idea of regular and systematic savings.

In the vicinity served by the Larchmont Business Center, many of the city's prominent and influential citizens reside and their cooperation and influence make the district and business center what it is—one of the most original, unique, successful and progressive Community Centers anywhere in the United States.

Among the early investors in the property and those who are really responsible for the successful building and development of the Community is the LaBonte & Ransom Company, Inc., whose vision, capital and constructive practices have made Larchmont Boulevard Community Business Center what it is today. It is also another very noteworthy fact that where stands this splendid development today, five years ago was a vast barley field. Beverly Boulevard which forms one of the center's boundaries is one of the longest and most beautiful thoroughfares in Los Angeles.















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The ABBOT
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# HAWAII

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SOUTHSEAS' land of flowers, poetry and romance—of soothing air and velvet waters—of oriental color and interest, combined with the modern conveniences and comforts of the Occident—where every outdoor sport is available, and every condition ideal for rest or play.

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**S. S. City of Los Angeles**—"Queen of the Pacific"—largest and most luxurious first-class passenger carrier in the regular Hawaiian service.

**S. S. City of Honolulu,** new companion luxury liner to the "City of Los Angeles," will be added to the service early this year.

**S. S. Calawaii**—most popular cabin liner on the Pacific.

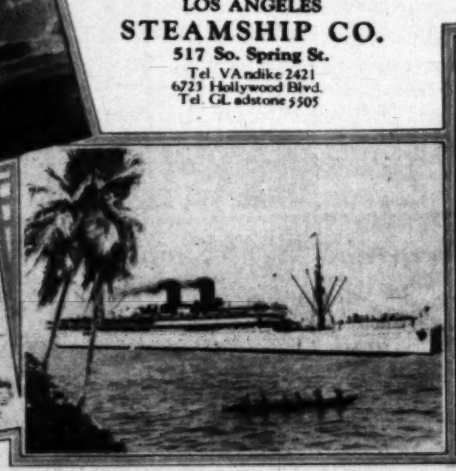
**Three Weeks All-inclusive Tours**—from Los Angeles back to Los Angeles—$278.50, $323.50, $406 and up, covering every necessary steamship, sightseeing and hotel expense according to accommodations selected.

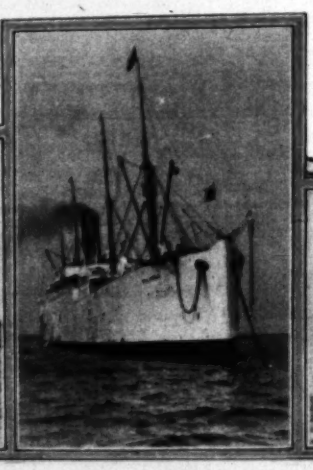
**One-way Fare $90 Up**

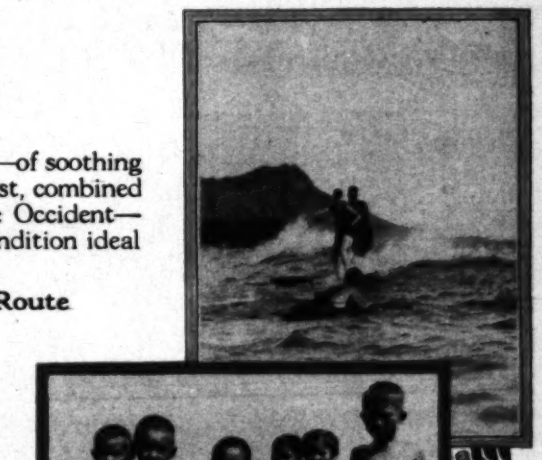
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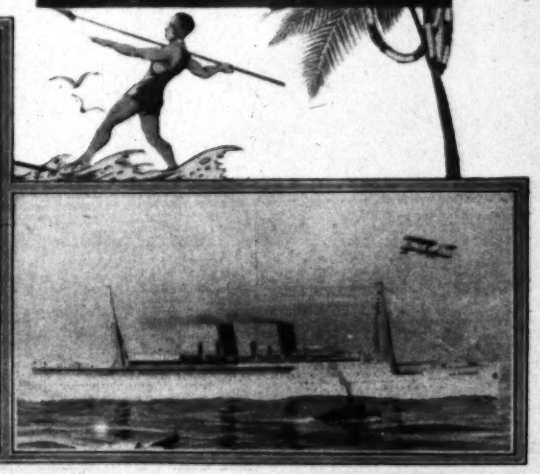












# VENICE

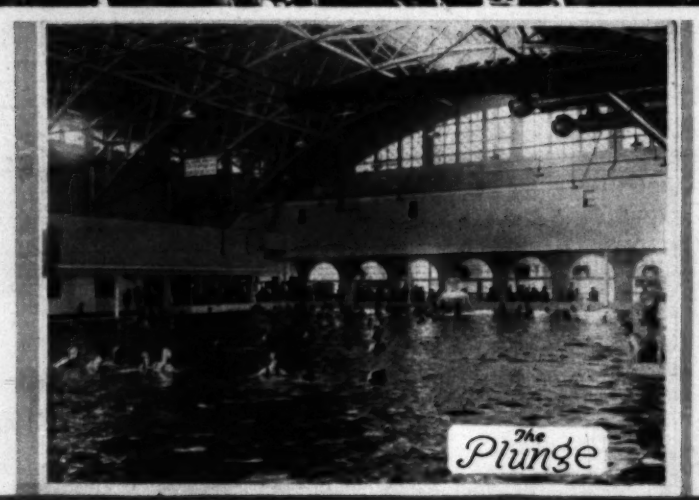
MORE people go to Venice than to any other California resort. Venice is the safest of the bathing beaches—it offers the widest variety of entertainment—and it has a nation-wide reputation for its attractions. Among its allurements, none is more widely known and more frequently sought than the Venice Ballroom Beautiful.
And then the Flying Circus, the Bamboo Slide, the Merry-Go-Round, the Racing Derby, the Fun House, the Goofy House, the Bobs, Some Kick, Noah's Ark, Dodge 'em and the Venice Plunge, finest indoor, salt-water pool, heated and sterilized—these are the leading attractions on the famous Venice Pier—"the Pier that has no Peer."

**The ABBOT KINNEY CO.**
FOUNDERS OF
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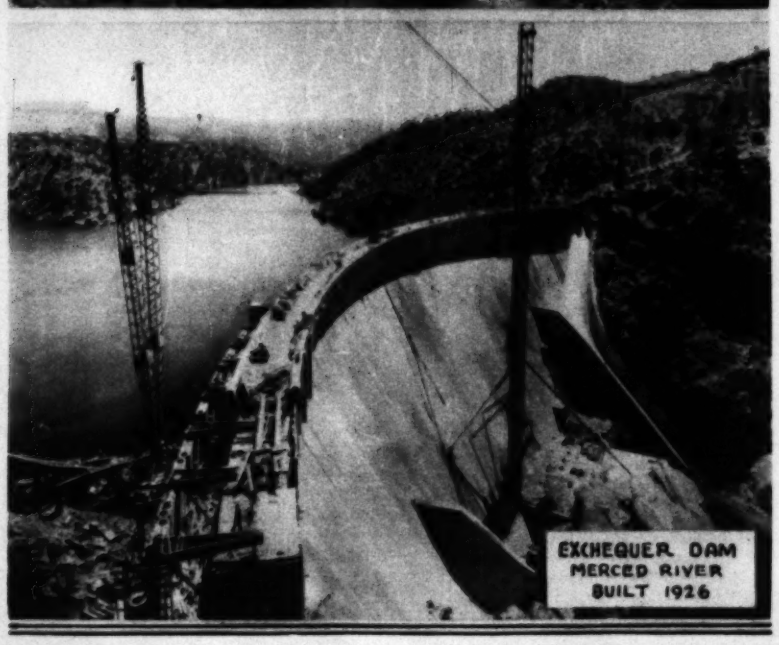
*Kay Dual Pneumatic Steel Wheels* for Trucks and Trailers excel all others—they are more accessible; they keep tires and brake drums cooler; they are cast in one piece and machined; they run truer; they are easier on tires; they are stronger; lighter in weight; and smoother in finish.

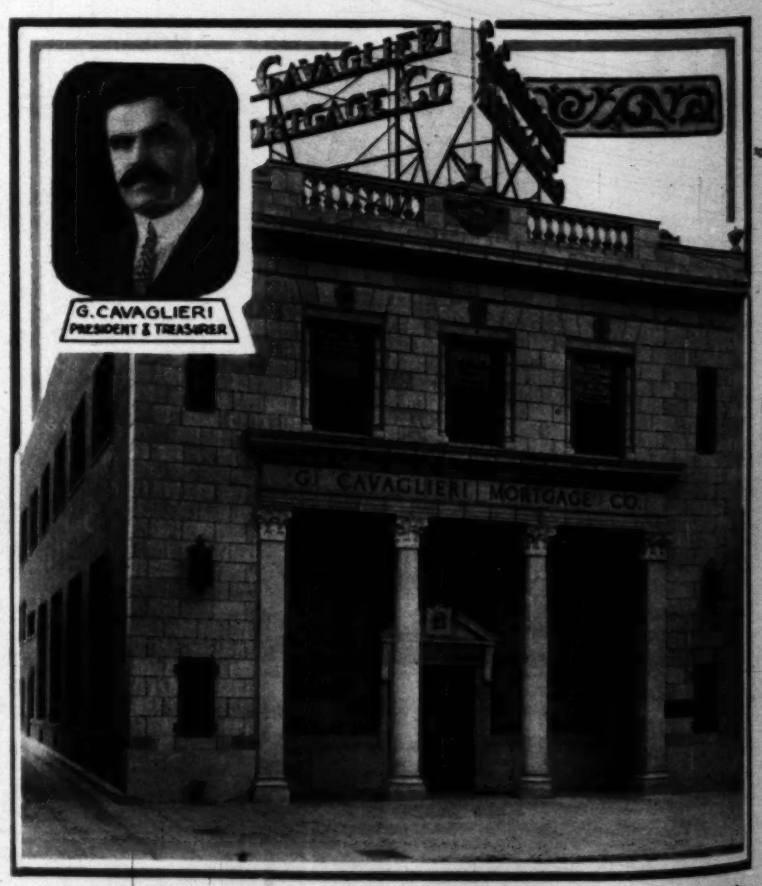
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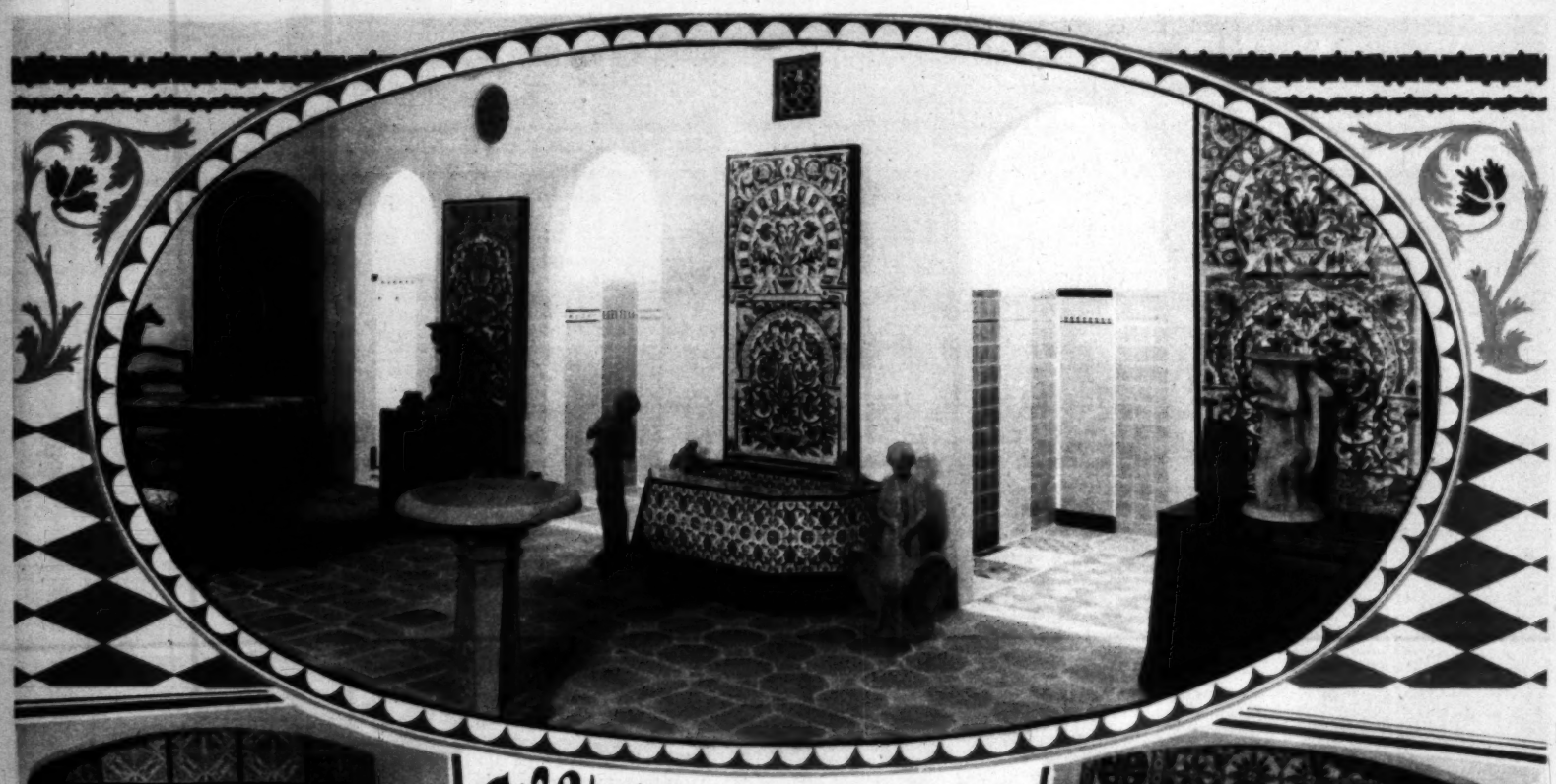
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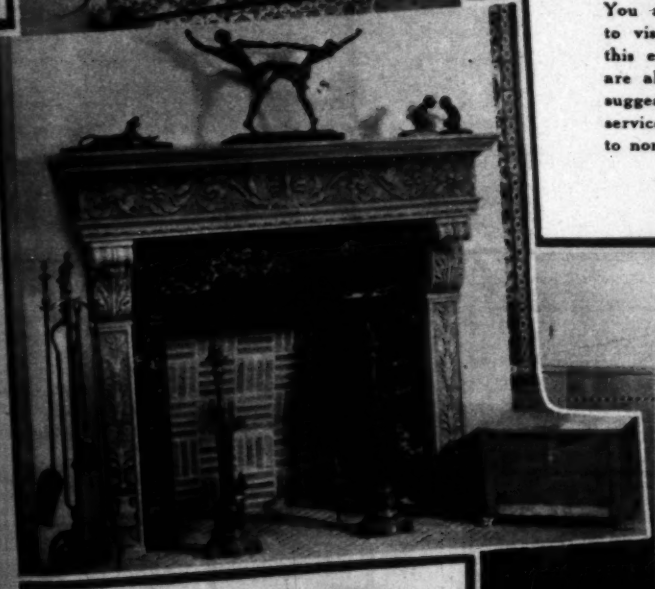
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With a desire to assist in the proper selection of Marbles and Tiles, we have permanently constructed a display of our materials, a few studies of which are herewith reproduced.

This exhibition is a comprehensive presentation of Decorative Faience, Ceramic Tiles of all descriptions, Friezes, Fireplaces, Andirons and famous bronzes.

To the discerning, the proper use of Tiles and Marbles is both an art and science; a science in so far as an accurate knowledge of its utility value is required, and an art in that an appreciation of its inherent potentials for beauty permits an extremely flexible expression of individual taste and requirements.

You are cordially invited to visit and make use of this exhibit. Our experts are always ready to offer suggestions and render a service we feel is second to none.

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Side by side on the desert stand these two sentinels; one reminiscent of the past, the other indicative of electricity's power in creating this empire, which is our joy and will be our children's heritage.

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# Los Angeles Times

## Annual MIDWINTER Number

December 28, 1926

Part 3

The Year's Production



*The New Los Angeles City Hall*

# In the World's Agricultural Melting Pot—

BEFORE the influx of eastern and middle-western settlers, the native vegetation of Southern California was sparse except in spots where natural formations permitted the gathering of flood waters or the seepage from underground streams. Of the three fundamentals of successful agriculture, rich soil and abundant sunshine have been at hand for centuries. Water needed only the proper distribution through the tapping of the underground reservoirs and the conservation of flood waters. With the introduction of the crops it was soon discovered that every fruit, grain, vegetable, flower and tree of the entire world could be grown somewhere in Southern California. The navel orange was imported from Brazil and the Valencia from Spain and they, like everything brought to Southern California, were improved. Seeds were taken from the lemons and bitterness from the grapefruit.

### *Crops From Every Land*

The best varieties of grapes were brought from Southern France, Northern Africa, Spain, Italy and the Levant and planted in our vineyards. Alfalfa seed was brought from Chile and Peru, and lima beans from Brazil. So-called English walnuts were imported from France and greatly improved by our nurserymen. Olives were brought by the mission fathers from Italy and Spain and for the first time were grown to maturity free of pests that make commercial ripe olives impossible in Europe because of the worms that infest the fruit. Figs and dates were brought from the Bible lands, improved and sold for the first time in sanitary packages. Almost every crop known to the world markets is raised somewhere in Southern California.

All the grains and forage crops of the Middle West are grown in Southern California with success. Some of them are not raised more extensively because it would be folly to plant them on land worth $2000 an acre for other crops. Cotton is here free from insect pests and of higher quality than that produced in the southern cotton fields.

Trees of all climes and from all countries are grown, the pepper, eucalyptus, camphor and acacia being some of the popular varieties that have been imported for shade and fuel purposes.

As America has assimilated almost every race on the face of the globe and brought out the best in each individual, so California has assimilated the plant life of the world and improved it to serve better the needs of man.



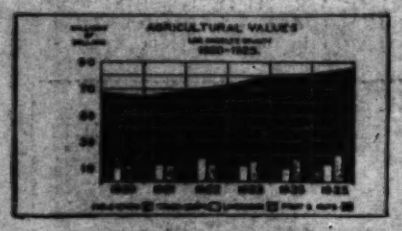
*The date grown with modern, sanitary methods in California is a different product from that raised in the land of the dromedary.*

## THE CROPS *of Southern California*

### Alphabetically arranged, with information as to production, marketing and cultural opportunities

**Alfalfa** Alfalfa, the green gold of California, is raised in every Southern California county. Being an irrigated crop and because of year-around sunshine that matures from five to seven cuttings a year, alfalfa leads all other forage crops in the State. California with 4,078,000 tons in 1925 led all the States in the Union, Nebraska, its nearest rival, being more than a million tons behind.

Imperial and Fresno counties lead in production in Southern California. Developed alfalfa land is worth from $250 to $450 an acre, while there is unimproved land capable of growing alfalfa that can be bought for as low as $100 an acre. Water is the prime requisite. State acreage devoted to alfalfa increased from 964,000 in 1924 to 981,000 in 1926. The enormous amount of live stock fed in Southern California provides a steady local market with but slight price fluctuation except in dry years, when other hay crops are short and alfalfa growers profit exceedingly. Twenty acres are the minimum that can be devoted to alfalfa with profit. Alfalfa is marketed both by local co-operative associations and individually.




The diagrams in this section, copyrighted by the Los Angeles Chamber of Commerce, give figures for the city of Los Angeles unless otherwise stated.

**Almonds** While almond groves are found in nearly all Southern California counties, commercial production is largely confined to the northern and central part of the State. Riverside and Los Angeles counties lead in the south with 1362 acres and 1069 acres, respectively. Almond acreage in the State is more than 100,000 acres and is increasing yearly. The 1926 almond crop is estimated at more than 14,000 tons, as against 7500 tons in 1925, but this increase, however, reflects crop conditions rather than acreage increase. Spring frosts are the greatest danger to the almond grower. Trees come into bearing at five or six years. Almond land is comparatively cheap, as it is often unsuitable for other crops. Bearing groves are valued at from $200 to $600 an acre. Practically all competition that California almond growers encounter comes from foreign nuts, as this State is the only one in the Union that grows almonds commercially. Seventy-five per cent of the crop is marketed co-operatively by the California Almond Growers Exchange.

**Apples** Apple production for the State of California for the year 1926 is nearly double that of the previous year, being estimated at 10,000,000 boxes for 1926, as against 6,016,000 boxes in 1925. Apples are raised generally throughout the State, the apple-growing districts in the south being mainly in the mountain valleys, where a colder climate is encountered. There are some districts even in Los Angeles county (such as Chino and northern mountain sections) where apples can be grown profitably. San Bernardino and Riverside counties lead in the south with total acreage, the first named county having nearly six thousand acres devoted to this fruit. Local co-operative associations handle the bulk of the apple crop, most of it being consumed within the State.

**Asparagus** California led all States in the Union in asparagus production in 1925, with a total value of $7,698,000. New Jersey is the only State that approaches it in raising fresh asparagus and New York is the only other State in the Union that cans this vegetable. Asparagus acreage for the State in 1925 was 34,400. Most of this is located in the Sacramento and San Joaquin delta district, although some asparagus is also grown in the south.

**Apricots** Preliminary estimates show a marked gain in production of apricots in 1926 over 1925, the figures being 163,000 tons for this season against 150,000 tons last year. The fruit is produced in most counties of the State, Ventura county leading the southern counties with an acreage of nearly twelve thousand, followed by Riverside and Los Angeles counties in the order named. The apricot is grown in many States, but California is the only one producing this fruit upon a commercial basis. Some fruit is shipped fresh to eastern markets, but the bulk of the crop is dried or canned. Apricot trees are rather uncertain bearers, but average good returns.

**Avocados** The increasing popularity of this semi-tropical fruit is reflected in the fact that prices still maintain a high level notwithstanding that production has been gaining steadily each year. The estimate for 1926 is 400,000 pounds, as against [illegible] pounds in 1925 and 200,000 for 1924. Although yet far behind Cuba and Florida in acreage, Southern California is making great strides and as more frost-resistant varieties are discovered a wider range of planting is being made. The avocado can be grown in districts where lemons and navel oranges are commercially free from frost and in many localities are supplanting these citrus fruits. The fruit sells from 15 to 80 cents a pound and many varieties are prolific bearers with fruit on them at four and five years of planting. By putting out different varieties avocados can be made a year-around fruit, thus insuring a steady income to the grower. Interests are being made with citrus trees in frost-free districts, with Los Angeles county leading in acreage. A strong co-operative association has been organized to market the product of this infant industry.

**Barley** Barley has always been the leading grain crop of California which, with 32,240,000 bushels in 1925, stood third in production in the Union, being led only by the great grain States of North Dakota and Minnesota. Most of the barley is raised in the north and central portions of the State, but Southern California has considerable acreage devoted to this grain, which is used extensively in feeding cattle and poultry and making malt. An interesting comparison lies in the fact that although two other States lead California in production the value of its barley crop, due to its superior malting quality, exceeded that of its rival producers by several million dollars.

**Beans** Beans of all varieties, dry and snap, are produced largely in California, which is second only to Michigan as a bean-growing State. Lima beans are produced commercially only in five southern counties, Ventura, Santa Barbara, Los Angeles, Orange and San Diego, but they lead all varieties in the State. The 1926 estimate of this variety is a million and a half bags, a gain of half a million bags over last year's crop. The total bean crop for California was [illegible] bags in 1925, while the estimate for 1926 places the figure around [illegible], the gain in limas being somewhat offset by a decrease in whites, reds and blue eyes. Lima beans are marketed through a co-operative association, while the California Bean Dealers' Association handles the bulk of the other varieties. Beans have a valuable by-product in the form of bean straw, which, after the beans are threshed, sells for around $16 a ton delivered to citrus fruit growers to be used as orchard fertilizer.

**Beef Cattle** Although California stands among the first ten States in the Union in the raising of cattle, the yearly decrease in acreage is being reflected by a decrease in the number of beef cattle. Land is becoming too valuable for other purposes in the State, especially the southern counties, turning to Arizona and Mexico for beef. There is a considerable movement toward the production of baby beef, especially among the citrus fruit growers who fatten young steers with the [illegible]

# ting Pot—

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# With a Wide Variety of Growing Seasons—

fertilizer for their groves as their principal object. The total beef cattle census for 1925-26 shows an estimate of 1,217,460 head for the State. Kern county leads the State in number of head, while the southern counties as a whole compare favorably with the rest of the State. Imperial, San Diego, San Bernardino and Santa Barbara are heavy raisers of beef stock, as are also Fresno and Tulare counties.

**Bees** Because of the innumerable varieties of blossoming fruits and flowers Southern California is particularly adapted to bee-keeping, and California orange honey is well established in the markets of the country.

The citrus and alfalfa-producing sections provide abundant food nearly all the year around and make fine flavored honey. The wild sage of the desert regions also attracts beekeepers when other flowers are scarce. Census figures for 1920 show 224,719 hives in the State of California, as against an estimate of 250,000 hives for 1925. Of these 224,281 hives are in the seven southern counties. Four hundred and fifty cars of honey were shipped in 1925, containing 39,950,010 pounds.

**Berry Crops** Berries of all varieties grow prolifically in Southern California, with strawberries the leading commercial crop. The State of California raised nearly a million and a half dollars of strawberries in 1925 and devoted 1530 acres to their culture. The fruit can be raised practically all year and there is seldom a season that strawberries cannot be found upon the local markets. Subdivisions are crowding many of the close-in berry gardens in Los Angeles county, but Imperial and the coastal counties still produce abundantly. Other berries, including blackberries, loganberries, dewberries, etc., do well in every section of Southern California.

**Cauliflower** This vegetable is raised commercially in various districts throughout California, with Los Angeles county far in the lead with an estimated acreage for 1926-27 of 1,000 out of a total estimated acreage for the State of 7350. Cauliflower is shipped to eastern markets at good profit during the winter season. California produces about half the total crop in the United States, with New York and Oregon as its principal rivals.

**Cantaloupes** Cantaloupes are raised throughout California and especially the south end of the State wherever truck gardens are found, but Imperial Valley has the monopoly with nearly three times the acreage of the rest of the districts combined. Shipping during a season when all other fruits except citrus are off the market, Imperial Valley reaps a bountiful reward from its crops, averaging nearly ten million dollars a year over a five-year period. California produces more than one-third of the cantaloupes grown in United States.

**Celery** Celery brings in more than $2,000,000 annually to California growers. State acreage increased from 4250 acres in 1925 to 8550 acres in 1926. The San Joaquin county delta district grows the greater part of the celery crop, with San Diego county leading Los Angeles and Orange counties in the south.

**Cherries** The total acreage in California for this fruit is small, it being next to grapefruit the least major fruit of the State. Most of the acreage is in the northern part, with the mountain valleys in San Bernardino county are rapidly coming to the front as cherry producers. Five hundred and twelve cars of this fruit were shipped from the State in 1925, while the canneries handled 3714 tons.

**Corn** Corn is one of the few crops in which California is forced to take a back seat among the producing States. This, however, is not because it cannot be successfully grown, but because the value is too slight as compared with other products that can be raised. Most of California farm land is too high to devote profitably to corn. Sweet corn is raised in Southern California generally to supply the local market, but there is practically no field corn grown in the Southland. Only about 30,000 acres are devoted to it in the central and northern portions of California.



*From Spain, Italy, Southern France, the Levant and Northern Africa California has brought and improved the world's best varieties of grapes.*

AGRICULTURAL activities in Southern California have no closed season. Summer and winter, spring and fall, crops are harvested, seed is sown and fields are cultivated. The lemon tree, bearing blossoms, half-grown fruit and mature fruit all the time, typifies the agricultural status of the Southwest.

The navel orange season occupies the winter and spring months. During the summer and fall the Valencia orange is shipped. The lemon is a year-around producer, while the grapefruit fills in the gaps, if any, of the orange seasons. The avocado is a year-around fruit with spring, summer, fall and winter varieties. Walnuts are harvested in the fall, deciduous fruits occupy the period between April and December. Alfalfa grows the year around with as high as seven and eight cuttings in some favored sections. Vegetables in most districts in Southern California can be raised the year around. Tomatoes have been known to bear as late as January and February. Frost, which in the colder districts usually strikes late in November, sometimes forgets to get on the job at all and tomato vines have survived for several years in succession without injury. It is possible by careful selection for any home owner, even if he only has a small back yard, to plant so that he will have fresh fruit and vegetables for his table every day in the year.

The controlling factor in the tremendous diversity of Southern California products is the infinite variety of climates that may be encountered in a relatively small area. Every temperature from the blistering heat of Imperial and Mojave, where the thermometer often hits 120 deg. above, to the zero weather up in the mountain ranges is found in the fourteen counties of the south.

Tropical products, semitropical products and products of the Temperate Zone or even the sub-Arctic may be found growing prolifically within a radius of a hundred miles. And soil characteristics are just as varied as temperature range. District means everything in Southern California, as many newcomers have found to their sorrow when they tried to raise the right thing in the wrong place.

**Cotton** Cotton is a comparatively new product in California and the Southwest. Beginning with a planting of 300 acres in Imperial Valley in 1909, it has expanded to an estimated acreage for 1926, including Arizona and Lower California, of 461,200 acres and an estimated production of 308,000 bales. The bulk of this acreage is in the Arizona and Lower California districts, with the San Joaquin Valley following with 114,000 acres, Imperial Valley next with 26,000 acres, Palo Verde Valley with 20,000 acres and Coachella Valley with 3200 acres. Exceptionally high yields and premiums paid above the market prices, because of the fine grade of fiber, give most sections of the Southwest an advantage over the southern cotton belt even when prices are as low as this season. Cotton is looked upon as a coming crop in Southern California, particularly because of the industrial conditions that will follow its extensive planting. Already many textile factories have been induced to locate in the Southwest following its introduction.

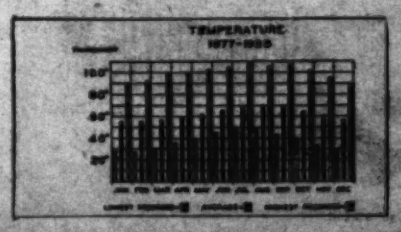
**Dairy Cattle** While the number of beef cattle declined during the past five years, there has been an increase of some 70,000 head of dairy cattle during the same period in California, or about 13.6 per cent. This is undoubtedly due to the influx of population, which demands more dairy products. Dairy cattle fed in barns and yards do not need range and are constant revenue producers. Los Angeles county leads all the counties in the State in the number of milk cows two years old or over with 38,500, Imperial following among the southern counties with 29,000. Los Angeles metropolitan district with a population of more than a million requires an enormous amount of milk and butter and it taxes the other southern counties for their surplus to supply the demand.

**Dates** Date growing is another infant industry of Southern California, extensive planting having been made in the semiarid valleys of Coachella and Imperial. A hot, dry climate is needed for successful date growing and this condition is met in the desert country of the Southwest. Date palms planted several years ago are now coming rapidly into bearing through the use of irrigation, and in 1925 produced around 750,000 pounds of the desert fruit, which is marketed by two co-operative associations that specialize in attractive, sanitary packages in contrast to the insanitary handling of imported dates. Late reports show prospects of a much heavier crop for 1926, estimated by some at 800,000 pounds.

**Figs** California produces four-fifths of the figs raised in the United States with Texas as her only commercial rival in this industry. Fresno county raises the bulk of the State's commercial fig crop, the dry, hot interior valleys being especially suitable, as the commercial fig must dry on the tree. The introduction of the caprification principle some years ago enables Fresno county to produce a dried fig equal to the best product of Smyrna. Fresh figs can be grown in nearly all parts of the State and there are some shipments made outside, though the fresh fig is a poor keeper and most of the crop must be consumed locally. The production of commercial figs averages around 11,000 tons yearly. The crop is about 80 per cent of normal for 1926. Commercial figs are marketed largely by a co-operative association.

**Goats** The value of goat milk for children has created a considerable goat industry in Southern California and there are a surprising number of these animals scattered through the citrus districts of Southern California. A goat breeders' association has fostered an interest in high milk producers, with the result that a high-grade animal sells for around $100. San Diego county leads in the south, with Los Angeles and Riverside counties not far behind in total number of goats. Some orange growers have found goats to be a profitable side line because of the fertilizer benefit derived.

**Grapes** The grape industry in California has upset all precedents since the passage of the prohibition amendment. Instead of being ruined as they feared by passage of the Volstead Act, grape growers found themselves enriched by selling their fruit for three or four times preprohibition prices. This has naturally resulted in increased acreage and the estimate for 1926 places the total State crop at 2,045,000 tons. California stands alone as a producer of wine and raisin grapes in the United States, with New York and Michigan her only real rivals in the table grape field. The



# Intensive Cultural Methods are Applied—



*Southern California's ranches are a joy to look upon, with their well-harrowed groves and beautiful homes.*

value of the total State grape crop for 1925 was well over thirty million dollars, with every prospect of a large increase over that amount for the current year as the 1926 crop, besides being larger, was marketed to much better advantage than that of the previous year. The tendency, after several years of speculative rivalry which prevented the full value of the crop from being realized, is now toward co-operative marketing, which many predict to be the ultimate solution, as it has been in other fruit industries. Grapes are raised in nearly every portion of California, with Fresno county leading. Raisin grapes led all varieties in value in 1925 with a total market return of $23,850,000. San Diego, San Bernardino and Riverside counties are the principal grape growers of the extreme south. The largest vineyard in the world, consisting of 2500 acres, is less than fifty miles from Los Angeles.

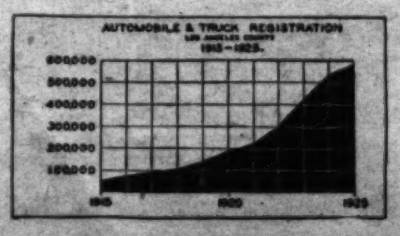
**Grapefruit** The smallest of California's major citrus fruit crops, there are about only nine thousand acres of grapefruit scattered through the citrus-growing areas of Southern California. Imperial county, however, is rapidly coming to the front as a grapefruit section, its product being sweeter and finer flavored because of its hotter climate. Four thousand acres have been set out in the past eight years. San Bernardino follows with 2329 acres and Tulare is third.

**Hogs** The hog industry during the past year has shown a marked decline not only in Southern California, but throughout the State, there being 468,000 head in the State on January 1, 1926. Prices and consumption, however, have increased and the decline was undoubtedly due to other causes, of which the hoof-and-mouth-disease epidemic of two years ago may have been a contributing factor in cutting down breeding stock. Most of the pork consumed in Southern California is shipped in from the Middle Western corn States. Of the southern counties Tulare, Imperial San Bernardino and Los Angeles counties lead as fresh pork producers in the order named. The largest hog ranch in the world, with 40,000 swine, is located in Southern California.

**Horses** The number of horses in California showed a decrease of about 5 per cent for 1926 under the number for 1925, while mules decreased about 2 per cent. The 1926 estimate shows 302,000 horses and 55,200 mules as State totals. It appeared for a while as though the tractor was about to supplant the horse and mule altogether in the agricultural districts, but citrus growers are again turning to animal power chiefly because they need the valuable by-product of fertilizer. Fresno, Tulare, Los Angeles and Imperial counties lead the south in number of horses and mules.

**Kafir Corn, Milo, Etc.** Kafir corn and milo maize are raised quite extensively in Southern California districts where water is not available for irrigation and the rainfall is light. They are excellent crops for dry farming and there is a good market for these grains among poultrymen, who substitute them for wheat and corn.

**Lemons** Lemons, with a total estimated 1926 acreage of 47,205, practically all in Southern California, stood seventh in value of California crops in 1925 with a total value of eighteen million dollars. The estimated 1926 value is placed at around $18,000,000. Lemon acreage is only about one-fourth of the total orange acreage and is confined to the districts where there is less danger of frost because of the fact that they blossom the year around and cold that would not injure the mature fruit will destroy the blooms. Southern California has practically a monopoly upon the lemon trade, her competition being furnished almost entirely by imports from Southern Europe, although a few lemons are raised in Arizona and Florida. Lemons are an all-year crop, pickings being made every month




VISITORS, especially those from eastern and middle-western farming sections, are surprised at the prices of agricultural land in Southern California. The value of land the world over is decided by the net return it yields. If Southern California horticulturists and agriculturists did not receive a compensating income from their large investments in land it would not take long for values to drop.

The only reason that an acre of land is worth in Southern California from ten to fifty times what the same acre would be worth if transported to other less productive farming districts is that Southern Californians are able literally to obey the biblical injunction to make two blades of grass grow where only one grew before.

Citrus crops because of their high market prices and their heavy and continuous bearing have done much to raise the prices of Southern California land, but there are great areas in the south not suitable for citrus where the same scale of prices with but slight modification prevails. Walnut land, deciduous fruit land, avocado land—all of these bring such high returns that the initial investment is not out of proportion.

Alfalfa land with its five to seven crops a year is a continuous producer and brings prices in accordance. Vegetables can be grown every month in the year if proper selection of the variety is made, and with proper fertilization gardens can be kept in production until the end of time. Truck gardeners in California have cleared as high as $10,000 a year off of ten acres and many have become rich from leased land.

Farming upon such high-priced land must be practiced scientifically. No haphazard methods are used in Southern California. Agriculturists are scientists and students who are given every practical assistance by cultural specialists of Federal, State and county agencies. They apply water by irrigation the year around at times and in quantities that have proved most profitable. They fertilize in accordance with soil analysis which tells them scientifically just what their particular land needs. A Southern California farmer is a professional man who knows his business. If he is not the land will soon be farmed by some one else, as it is too valuable for slipshod methods.

As a result of the high productivity of the soil and the increasing use of intensive scientific methods, the tendency here is to the five and ten-acre farms, where as much profit can be made as on the larger acreages in many other sections of the country

or six weeks. They can be kept for some time in storage, the green fruit coloring up after picking, and the market can be more or less regulated through control of shipments by the California Fruit Growers' Exchange, which controls the bulk of the crop. Although summer months provide the best marketing period, educational advertising campaigns have created a steady demand even during the winter season. Lemon culls are used to make citric acid and other by-products, and in times of overproduction considerable fruit is diverted to the by-product plants.

**Lettuce** Lettuce with a total value of $13,134,000 stood thirteenth on the list of California's most valuable crops for 1925. Nineteen twenty-six with a greatly increased acreage promises to bring this vegetable still farther to the front. Acreage in the coast districts, which Los Angeles county leads in the south and Salinas Valley in the north, has increased from 10,630 in 1925 to 19,570 in 1926. Imperial Valley, which produces more lettuce than all the other districts in the State combined, has an acreage of around 32,000. California winter lettuce is entirely of the head variety, appears in the markets of all eastern cities, its chief rivals in early production being Arizona, the Carolinas, Florida, Texas and Virginia. Shipped in iced crates it arrives at its destination in good condition and returns many millions of dollars to the State.

**Market Gardens** Garden products can be raised anywhere in Southern California where there is sufficient water available. Los Angeles and adjacent cities provide a never-failing market for small fruits and vegetables and truck gardeners have reaped fortunes. A large part of this business in the vicinity of Los Angeles was in the hands of the Japanese, but the passage of the antialien land law has changed many of the sons of Nippon to lessees. There is a tendency of the second generation of gardeners toward specialization with an emphasis upon



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# And Marketing is Perfected by Co-operation—

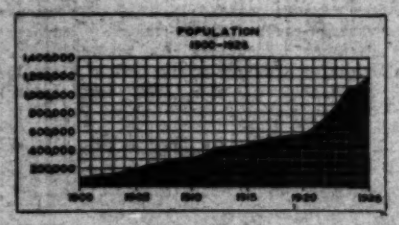
NOWHERE in the world has the principle of co-operative marketing attained such a degree of perfection as in Southern California. The California Fruit Growers' Exchange, which markets between 80 and 90 per cent of the citrus fruit crop, and the Walnut Growers' Association, which controls practically the entire walnut crop, are models of co-operative organizations cited the world over.

While these two organizations are perhaps the most successful, there is hardly a crop of major importance in the State that is not marketed in whole or part through co-operative associations. The grape industry is the latest to organize. Prior to prohibition the greater part of the grape crop was converted into wine. Now that grapes are being shipped out of the State in tremendous volume the need for co-operative marketing is being felt and plans have been laid for such an organization.

Not only are the products consumed out of the State marketed by co-operative associations, but many crops consumed locally are marketed co-operatively. Alfalfa, honey and eggs are thus sold. Poultrymen in Los Angeles county have their association that sells eggs and fowls and also buys grain and mash for its members.

The co-operative principle has been applied in nearly all California organizations in buying as well as selling. Supply companies buy at wholesale in enormous quantities and sell without profit to their members everything that they may need in the conduct of their business. The utilization of the tremendous buying power of organizations with thousands of members has brought one step nearer the economist's dream of the elimination of unnecessary middlemen.

The California Fruit Growers' Exchange, the pioneer of the co-operative movement, was organized in 1885 as the Orange Growers' Protective Union as a result of a chaotic marketing condition in the infant citrus industry. Commission men had the growers at their mercy. Orchard owners either had to sell at the price offered or let the fruit drop on the ground. The growers' union was fought bitterly by the buyers and finally succumbed, only to be reborn again in a small citrus association at Claremont in 1891 and in the Southern California Fruit Growers' Exchange in 1895, in the California Fruit Agency in 1903 and finally, in 1905, the present organization.




...n vegetables which bring higher re-
... Imperial Valley also supplies a
... portion of the winter vegetables to
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## ...uits

Oats are a negligible crop in Southern California, although the State as a whole raised around 83,100 ... in 1925. The total acreage devoted ... grain oats was 151,000, while 241,000 ... were devoted to oat hay. Some oat ... was raised in the southern counties, ...ough barley hay has largely displaced ... a stock feed.

## ...ives

California is the only State in the Union, except Arizona, ... the olive is grown upon a commercial ...cale. There are 32,317 acres devoted ... this fruit in the entire State, while ...ona has around a thousand acres. In ... the olive crop was around 14,000 ..., of which about 6000 tons were ...ed for commercial shipment, 4500 ... converted into oil and the remainder ...ed in various ways for home consumption. The olive crop is very irregular ...nd 1926 shows a marked falling off in ...duction. It is grown in the warmer ...ons throughout the State, with Tulare ... the largest individual producer. ...rly the bulk of the crop was grown ...e south, but, citrus fruits proving to ... more reliable average crop, pro...n now is principally in the Sacra... and San Joaquin valleys. Conver... of the olive into oil has not proved ... as profitable as the sale of the ...ive which was introduced by Cali... and has proved to be the salvation ... industry. Formerly used in a green ... as a pickle, California growers ...ed the world that the olive when ... and properly processed was a real ... and a delicious one. The processing ...ion is quite involved and requires ... large plants, most of which are ...ed in Southern California. The bulk ... crop is handled by local co-opera... associations, but the California Olive ...ciation has prescribed the standards ... in processing and packing.

## ...ions

California with 7260 acres ranked third in the Union ... onion-producing State, being beaten ... by Texas and New York in the pro...n of this fragrant vegetable. Her ... onion crop brought in nearly three ... dollars. The Coachella Valley is ... principal commercial onion district of ... south growing the early Bermuda ... maturing in April. Kern county also ... a considerable acreage of the highly ...ed Bermuda. As with many other ... and vegetables, it is from her early ... that Southern California reaps her ... profit in eastern shipments.

## ...nges

With an estimated f.o.b. return of over $80,000,000 ... oranges continue to hold the ... of revenue-producing crops for the ... State of California as well as ... California, where nearly all this ... is produced. Oranges for many ... have been California's most val... export crop, although hay has ... the honors in total value as a domestic product and grapes have recently pressed them closely in export value.

Only two counties in Northern California, Butte and Sacramento, have any orange acreage worth mentioning, the former having 1662 acres and the latter 1410 acres. In the south there is the great orange belt of Los Angeles, Orange, San Bernardino and Riverside counties and the central district of Tulare and Fresno counties. Los Angeles county leads all the rest with 44,956 acres, San Bernardino follows with 40,679 acres and then Orange, 37,663 acres; Tulare, 36,308 acres, and Riverside, 17,557 acres. Ventura and San Diego counties also raise a considerable quantity of the golden fruit.

Two principal commercial varieties of oranges are grown, navels and Valencias. Orange county has the reputation of producing the best Valencias, while Los Angeles county carries off the honors in navel production. The navel is ready for market in the Tulare county district in November and this county furnishes the bulk of the Christmas fruit. Southern California navels, except in a very few districts, do not begin to move until the latter part of January and dominate the market until May, when the crop is cleaned up and the Valencia movement begins. The Valencia, or summer orange, which is not as good a table fruit as the navel but much better for juice purposes, is marketed until November, when the Tulare navel comes back and completes the year-around cycle.

Florida is California's only rival for supremacy in the orange market and, while her production is sometimes nearly equal to that of California and she is much nearer to the great Atlantic Coast markets, the fact that the California fruit commands a premium of more than a dollar a box over that of Florida shows the relative standing in the mind of the majority of consumers in the East.

## Peaches

The greatest peach-growing State in the Union, California in 1925 produced more than double the amount of this delicious fruit than Georgia, her nearest rival. With 131,487 acres peaches stand third among the Golden State fruit crops, with only oranges and prunes above them. The total return in 1925 from the peach crop was $14,430,000. The 1926 peach crop was very short in Southern California, but this deficit was partially atoned by a fair crop in the northern districts. California is divided into three distinct peach-growing districts, that of the north in the Sacramento Valley produces most of the fruit that is shipped east in a fresh state. The San Joaquin Valley district, with Fresno county as a center, dries most of its peach crop, the hot, dry climate being especially adapted for that purpose, while most of the peach crop in Southern California is canned. San Bernardino county with more than ten thousand acres leads in peach acreage in the south, with Los Angeles, Riverside and San Diego counties following in the order named. Fresno and Sutter counties divide the honors for lead in total acreage for the State.

## Pears

In pear production California again leads with a total production equal to that of her two closest rivals, New York and Washington. Pear production is rapidly increasing, the acreage for 1926 being estimated at 55,523, and a forecast for 1929 places the acreage at 75,100.

This rapid increase is being taken care of not only by an increase in exports, but by increasing consumption of canned pears, a product to which the consuming public has taken very kindly. The estimated value of the 1926 pear crop is more than ten million dollars. Prices were slightly lower during the past season, but this was counterbalanced by increased production. Pear production is quite generally distributed throughout the State, the mountain valley districts being preferred. Los Angeles county leads in Southern California, with an acreage of around 6000. San Bernardino, Riverside and Kern counties also have considerable acreage devoted to this crop.

## Peppers and Pimientos

These condiments are produced quite extensively, Southern California having 2600 acres of Mexican and California chili peppers and 2000 acres of pimientos. Orange county is the leading producer of chilis and pimientos, which are both canned and dried for the eastern markets. There is a large local demand among the Mexicans and foreign population and the crops return around $225 an acre. Georgia is the only domestic competitor of California in the production of pimientos and the various pepper crops.

## Persimmons

Persimmons, while not an important commercial crop, can be grown nearly anywhere in the citrus belt districts of Southern California and about one thousand acres have been recently planted to this piquant fruit. Los Angeles and Orange counties lead in production with about 150 tons. The very best Japanese varieties have been imported for planting and it is hoped to build up a good market, as this fruit bears heavily and seems to do well in most southern districts.

## Plums and Prunes

Of these two fruits prunes are by far the most important, ranking ninth last year upon the list of California's most valuable crops, with a total value of $15,950,000.

Acreage in this fruit is rapidly increasing, the percentage of increase since 1919



*California walnuts and oranges are prepared for the market with utmost care, under the sanitary conditions here illustrated.*

December 28, 1926.]

# Here Food Production Exceeds Consumption—

CALIFORNIA is a kingdom sufficient unto itself. Its inhabitants would not suffer if shut off from the rest of the world. What they don't grow or manufacture now because other products are more profitable they could raise or make if necessity demanded.

California not only raises all that its people can use, but has a big surplus to sell. If it were not for California the remainder of the United States would be forced to eat foreign olives, walnuts, lemons, figs, dates, almonds, apricots, lima beans, grapes, pimientos and avocados, and would be deprived of hundreds of carloads of melons shipped now from Imperial Valley.

The list of California products shipped out of the State embraces every major crop grown with the exception of grain and forage crops. We even export rice to Japan and the East. Last year more than 75,000 cars of grapes were shipped out of the State, 34,647 cars of oranges, 16,502 cars of cantaloupes and 21,548 cars of lettuce. While not a potato-growing State California shipped 6211 cars of early spuds to its eastern neighbors. Nine hundred and forty-seven cars of sweet potatoes, 1278 cars of asparagus, 5340 cars of celery, 3848 cars of cauliflower, 3314 of onions, 2914 of tomatoes and 4533 of watermelons were shipped out of California to world markets.

In dried products California again shows the way with 2280 cars of dry beans, 601 cars of dried peaches and 7498 cars of dried prunes. Lemons with 11,585 cars and grapefruit with 446 cars follow oranges among the citrus fruits.

California's pre-eminence as an export State can be accounted for in two ways: First, the State grows fruits, nuts and vegetables that cannot be raised commercially in other States in the Union, and, second, it raises crops common to other States and gets them on the market before the regular season.



*Loading Imperial Valley cantaloupes in a freight car.*

being 39 per cent. The prune crop for 1926 is estimated at 145,000 tons, or about the same as last year. Tulare and Fresno counties are the principal prune counties of the southern district, while Kings, Riverside and San Diego have considerable plantings. Santa Clara leads the State with nearly seventy thousand acres. The total State acreage is nearly 200,000. The bulk of the commercial crop is dried.

The plum crop has a total acreage of around 40,000 for the State and is also increasing, but not to the same extent as prunes. Crop conditions were good in 1926 with an estimate of 72,000 tons, as against 51,000 tons for 1925. Shipments in carlots aggregated 5206 cars as against 3693 cars for the previous year. The value of the 1926 crop is around three million dollars. Tulare county leads the south in plum production, but takes second in the State to Placer county, which has more than 7500 acres.

**Potatoes** While California is far down on the list of the States as a potato producer and is compelled to import a great part of her own supply from Idaho and Washington because of the fact that her tubers mature early, she is able to ship quite a few cars outside of the State to eastern markets. Potatoes are grown commercially in certain well-defined districts, of which the San Joaquin River Delta produces 58 per cent of the total crop. The value of the 1925 potato crop was more than thirteen million dollars. Southern California counties raise quite a few early potatoes, but not many of the late varieties.

**Poultry** The poultry industry of Southern California alone brings in, at a conservative estimate, fifteen millions a year, while the northern part of California, where Petaluma county is known as the "egg basket of the world," enjoys an equal income from the various products of the poultry farms.

Los Angeles county leads the south with a ten-million-dollar income from the feathered egg machines. There are three classes of poultry raisers in Southern California, viz: the professional poultry ranchers who have from two to ten thousand birds, fanciers who raise poultry as a hobby and the owners of family flocks who keep them for their own table and sell their surplus to market buyers. Because of the mild winters hens lay practically the year around and although production falls off, of course, in the winter season, it begins again heavily at least six weeks before eastern hens start their spring laying. The baby chick branch of the industry seems to have become quite profitable, judging from the number engaged in it. The condition of the poultry industry is largely reflected in grain prices. When grain is high flocks are sold off rapidly and when grain falls in price many re-embark in the industry. Los Angeles supplies a tremendous market for eggs and poultry. Turkey raising is practiced quite extensively in the desert farms of San Bernardino and Imperial counties, where the birds are easy to raise because of the dry, hot climate. Other fowls such as ducks and geese also do well in Southern California. Co-operative and breeding associations market considerable of the products and raise the standard of fowls which is exceptionally high, cull birds being scarce in the south.

The combination of poultry with fruit-raising has been practiced successfully in several districts of Southern California, the most notable example of which is perhaps at Fontana, in San Bernardino county, where over 500 individual poultry plants are scattered through the groves. It has been found that 1000 hens provide fertilizer for a five-acre grove, while the grove in turn supplies shade for the flock.

The conservative estimated return for poultry in Southern California is $1.50 per hen per year.

**Rice** Rice growing in California is largely confined to the Sacramento Valley, where 95 per cent of the State crop is grown. In 1925 California produced upon 103,000 acres 4,738,000 bushels, or a little less than an eighth of the total production of the United States. Total value of the 1925 crop was $8,055,000.

**Sheep** The estimated number of sheep in California for 1926 is given at 2,983,000, with a total value of almost $30,000,000. They are raised throughout the State wherever pasturage is available, especially in the mountainous districts and forest reserves. The industry has grown steadily since 1920, and flocks are increasing in size.

**Sugar Beets** Sugar beets are raised in Southern California in the Oxnard, Santa Ana and Los Alamitos districts, in which about 25,000 acres are devoted to them, with an estimated production for 1926 of 150,000 tons, which will yield 500,000 bags of sugar. In 1925, which was a poor year for the sugar-beet industry because of insect infestation, the State harvested 78,000 acres. Beet-sugar production for California for the past five years is as follows: 1925, 87,000 tons; 1924, 131,000 tons; 1923, 100,000 tons; 1922, 73,000 tons; 1921, 171,000 tons. The variation in acreage planted and sugar produced is caused largely by the condition of the sugar market, the plantings being smaller when sugar prices are low and the acreage is devoted to other more profitable purposes. The 1925 crop farm value was $3,675,000 against the banner crop of 1920, which was more than fourteen million dollars.

**Sweet Potatoes and Yams** The total 1925 sweet potato and yam acreage in California was around nine thousand acres divided between Los Angeles and Orange counties in the south and Merced and Stanislaus counties in the north. Figures for 1926 are not yet available, but it is expected that the production will be increased, as Kern county has entered this field this year and will ship around 100 cars. Production for 1925 totaled 1,197,000 bushels, with a farm value of $1,532,000.

**Spinach** California and Maryland are the only two States that can this cafeteria favorite, although Texas and Virginia lead in production for shipment fresh. Canning spinach was valued at more than half a million dollars last year, with the fresh article bringing in about half that sum. Los Angeles county has several spinach districts, notably the San Fernando Valley.

**Tomatoes** California was exceeded in 1925 only by Florida and New Jersey in production of tomatoes for the fresh vegetable market and by Indiana and Maryland in production for canning purposes. The total value of the California crop for 1925 was $7,573,000. This value promises to be exceeded by 1926, as both acreage and prices have increased and unusually long warm fall weather season without frost prolonged the ripening season and kept the canneries busy. San Diego county is leading in production of fresh tomatoes for shipment in the south, while Los Angeles, Orange and other southern counties have large acreage.

**Tropical Fruits** Loquats, guavas, pomegranates and other tropical fruits are not grown upon a commercial scale as yet in Southern California, although there is quite a sufficient number of scattered holdings to enable these fruits to appear upon the local markets. Loquats especially are quite plentiful and are eaten fresh and used for jelly.

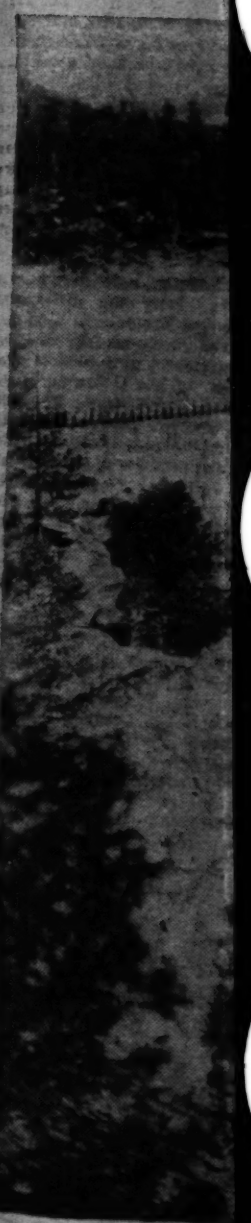
**Vegetable Crops (Miscellaneous)** Artichokes are rapidly assuming importance as a revenue producer with Monterey county with 8000 acres the leading producing section. Carrots, peas and other garden products are also grown freely in all coastal counties of the State.

**Walnuts** Walnuts for the past two years have stood fourth on the list of major crops for California with a total value in 1925 of $13,430,000. Production for 1925 was 31,500 tons. Production for 1926, despite increased acreage, is estimated at around 14,000 tons exclusive of culls. Lack of early rains and an unusual amount of hot desert winds caused the shortest crop for the past ten years. Walnuts are the most closely controlled of all California crops, the California Walnut Growers' Association handling about 90 per cent of the entire crop and fixing the prices in accordance with production every fall. California grows 95 per cent of all the walnuts raised in the United States. Los Angeles, Orange and Ventura are the principal walnut-producing counties of the south, although they are grown in every county in Southern California except Imperial. First-grade walnuts are shipped under the Diamond brand of the association, while culls are sent to a cracking plant in Los Angeles, where the meats are extracted and sorted for the confectionery trade.

**Wheat** California produced a wheat crop in 1925 valued at $11,956,000, about double the production of the previous year. Acreage was also doubled, although under that of 1923. The banner production year was in 1923, when 748,000 acres produced an average of 15.5 bushels to the acre.

*One thousand tons of hay, on the Adohr Stock Farms in San Fernando Valley.*





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INDUSTRY, like a gigantic l olent spider, has spun its the metropolitan area of Lo ewing its boundary lines fa ther into the citrus and oil- gions until few portions of this district escape its filament of s

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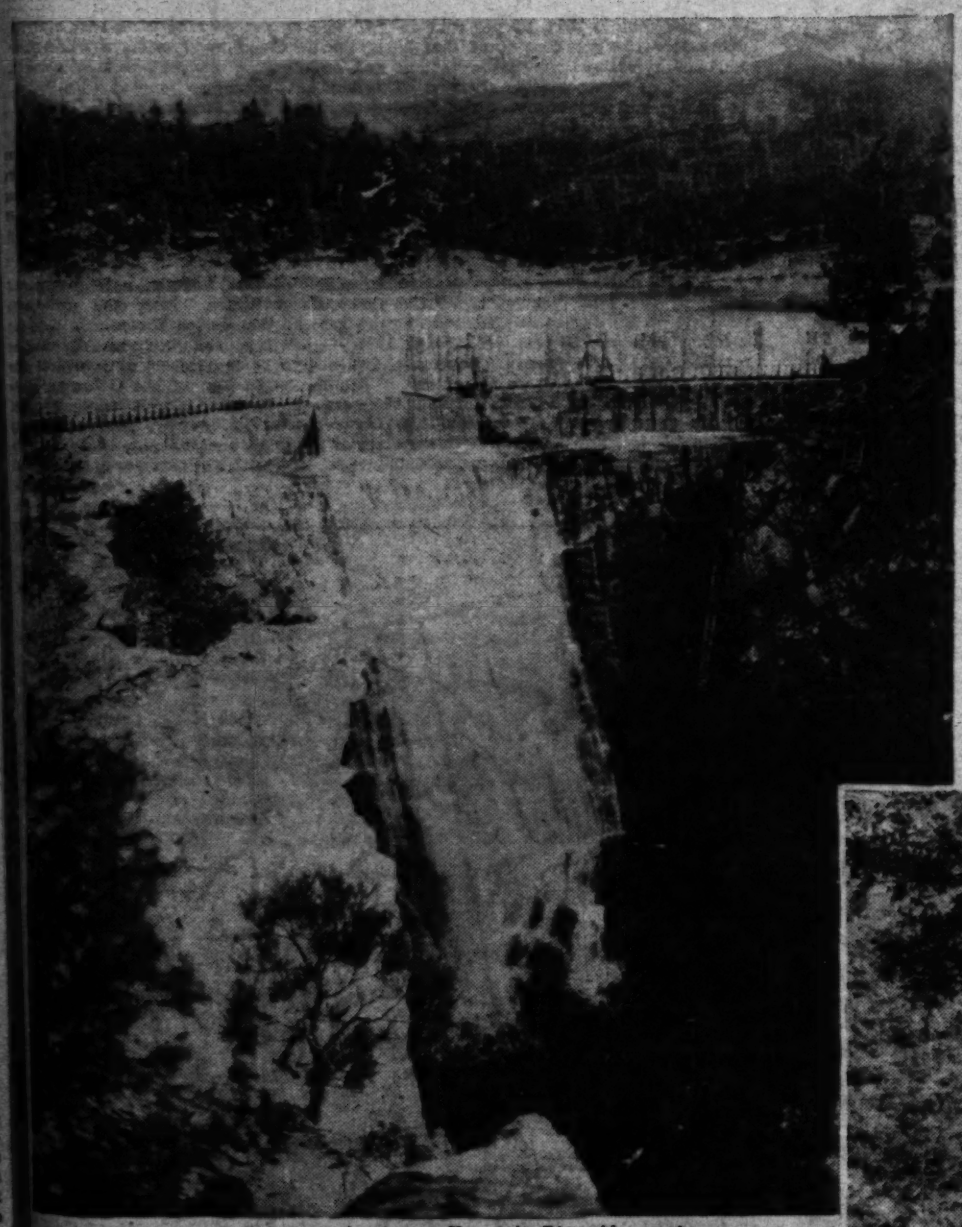
**getable Crops iscellaneous)** Artichokes are rapidly assuming importance as nue producer with Monterey county 8000 acres the leading producing n. Carrots, peas and other garden cts are also grown freely in all l counties of the State.

**lnuts** Walnuts for the past two years have stood twelfth list of major crops for California total value in 1925 of $13,420,000. ction for 1925 was 31,500 tons. Pro- n for 1926, despite increased acre- s estimated at around 14,000 tons ive of culls. Lack of early rains n unusual amount of hot desert caused the shortest crop for the ten years. Walnuts are the most controlled of all California crops, alifornia Walnut Growers' Associa- handling about 90 per cent of the crop and fixing the prices in ac- nce with production every fall. Cali- grows 95 per cent of all the wal- raised in the United States. Los s, Orange and Ventura are the prin- walnut-producing counties of the although they are grown in every in Southern California except Im- First-grade walnuts are shipped the Diamond brand of the associa- while culls are sent to a cracking n Los Angeles, where the meats are ted and sorted for the confection-

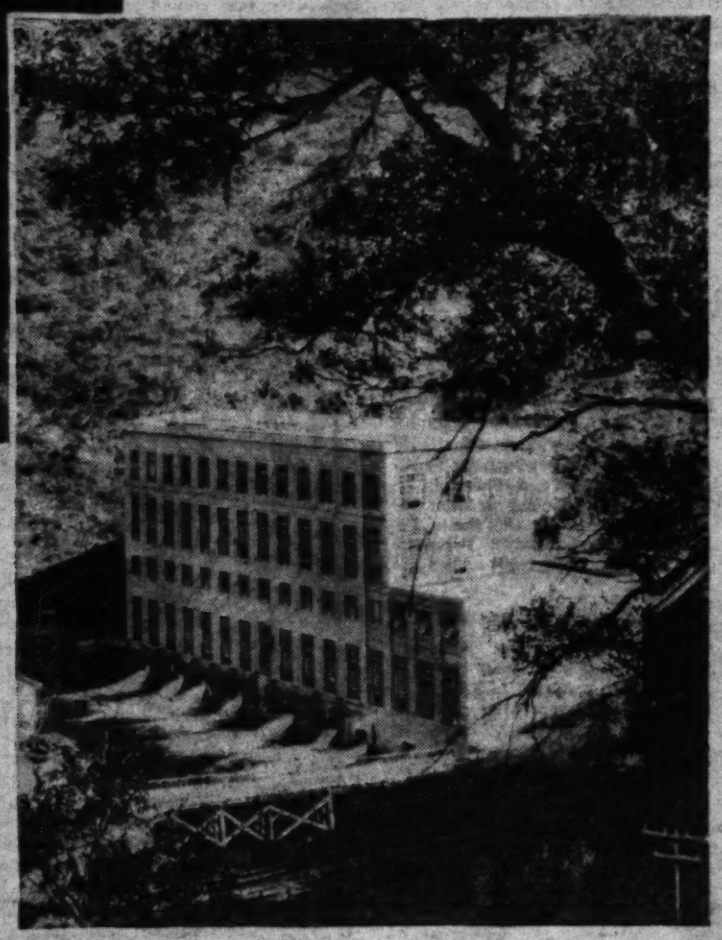
**eat** California produced a wheat crop in 1925 valued at $16,- 0, about double the production of revious year. Acreage was also d, although under that of 1923. The r production year was in 1922, when 0 acres produced an average of 21.6 s to the acre.



# And Water Generates Power for Industries—



*Water impounded for irrigation at Hemet in Riverside county.*



*Southern California Edison Company powerhouse at Big Creek.*

WITH the impounding of water for irrigation purposes during the agricultural period of development, abundant and cheap hydro-electric power followed as natural by-product in Southern California. From it has come the great era of industrial growth that is charted by the records of horsepower generated in the last five years.

A survey of the Southern California Edison Company that serves the fourteen southern counties shows that in 1920 its generating capacity was 311,800 horsepower, while in 1925 it had a capacity of 618,600 horsepower, making an increase of 118 per cent. Its sales increased from 750,310,000 kilowatt hours in 1920 to 1,567,000,000 in 1925, or 109 per cent. In the same period the number of its consumers increased from 131,000 to 327,000 or 150 per cent. The connected load for lighting increased 175 per cent and for cooking 1300 per cent. Electricity used for industrial purposes has trebled since 1920.

Following is the schedule of industrial power rates, the amount of current being kilowatt hours consumed in any one month. The industrial power rates are applicable only to a monthly consumption of 6000, or more, kilowatt hours per month.

### *Industrial Power Rates for Los Angeles*

| Kw. Hrs. | Cents per Kw. Hr. | Kw. Hrs. | Cents per Kw. Hr. |
|---|---|---|---|
| 6,000 | 1.77 | 100,000 | 1.05 |
| 8,000 | 1.61 | 150,000 | 1.00 |
| 10,000 | 1.48 | 200,000 | 0.96 |
| 15,000 | 1.37 | 300,000 | 0.91 |
| 20,000 | 1.29 | 400,000 | 0.90 |
| 30,000 | 1.23 | 500,000 | 0.89 |
| 40,000 | 1.18 | 700,000 | 0.88 |
| 50,000 | 1.14 | 1,000,000 | 0.87 |
| 70,000 | 1.09 | 1,500,000 or more | 0.86 |

These rates are less than half those of Lowell, Mass., half those of Newark, N. J., 50 per cent less than those of Columbia, S. C., and 20 per cent less than those of San Francisco. Herein lies one secret of the industrial growth of Los Angeles and of Southern California generally.

## *Industrial Communities in the Metropolitan District of* LOS ANGELES

*Anyone desiring to familiarize himself with the industrial activities of Los Angeles should read this article with the pictorial map of the metropolitan area printed in Section 1 before him.*

STRY, like a gigantic but benev- spider, has spun its web over metropolitan area of Los Angeles, its boundary lines farther and into the citrus and oil-producing until few portions of this immense escape its filament of steel.

### *The Central District*

an irregular-shaped web with its point in what is known as the cen- district located east and south business district. Here in a sec- which surrounds the city of Vernon 80 per cent of the heavy manu- —such as iron and steel, and per cent of the factories of the area.

products of this central district ag- more than $500,000,000 annually. nufactures are more than 300 plants more than 100,000 workmen. the bulk of the great iron and duct plants.

southwestern part of this district given up to the manufacture of products such as furniture, of which there are 110 factories with an annual output of $27,000,000. Six big flour mills turn out 3600 barrels of flour a day.

Across the Los Angeles River to the east is a new metropolitan warehouse industrial district under development by the Union Pacific Railway Co. on land formerly occupied by their yards and shops. In the east central district are also the big packing plants of Hauser and Cudahy, the Union Stock Yards, the Ford Manufacturing Co. with a monthly output of 6000 cars and the Goodyear Rubber Co. with a daily output of 3000 tires and 10,000 tubes.

The clothing manufacturers' establishments, numbering 356, center around Los Angeles street between Sixth and Ninth.

Directly south of the city of Vernon is Huntington Park with 30,000 population and thirty-three factories in its city limits and 110 in the neighborhood.

The next important grouping of manufacturing communities is between the central district and the ocean. Here scattered through the area between the city proper and the harbor are a number of large industries that have been the magnet to attract a grouping of smaller factories.

### *Bell, Watts and Compton*

South of Huntington Park is Bell, which, with its steel, clay and cyanide plants, has sixty-five manufacturing establishments. It has a monthly pay roll of $250,000 and produces $20,000,000 worth of manufactured products annually. South Gate, seven miles south of Los Angeles, is on the Southern Pacific and Union Pacific railways and is the gateway to the harbor district. It is noted for its clay products, tile brick, spark plug, concrete pipe, builders' hardware and chemical plants.

Watts, several miles westward, with 700 daily trains is rapidly becoming a factory center and already has a pickle works, pump manufacturing plant, machine shops, and sash and door factories.

Further south midway between the center of Los Angeles and its harbor is the town of Compton with some fifty industries and an annual pay roll of $3,000,000. Its industries include tire manufacturers, glass works, brick and tile factories, steel works and radio manufacturers.

### *Long Beach and Wilmington*

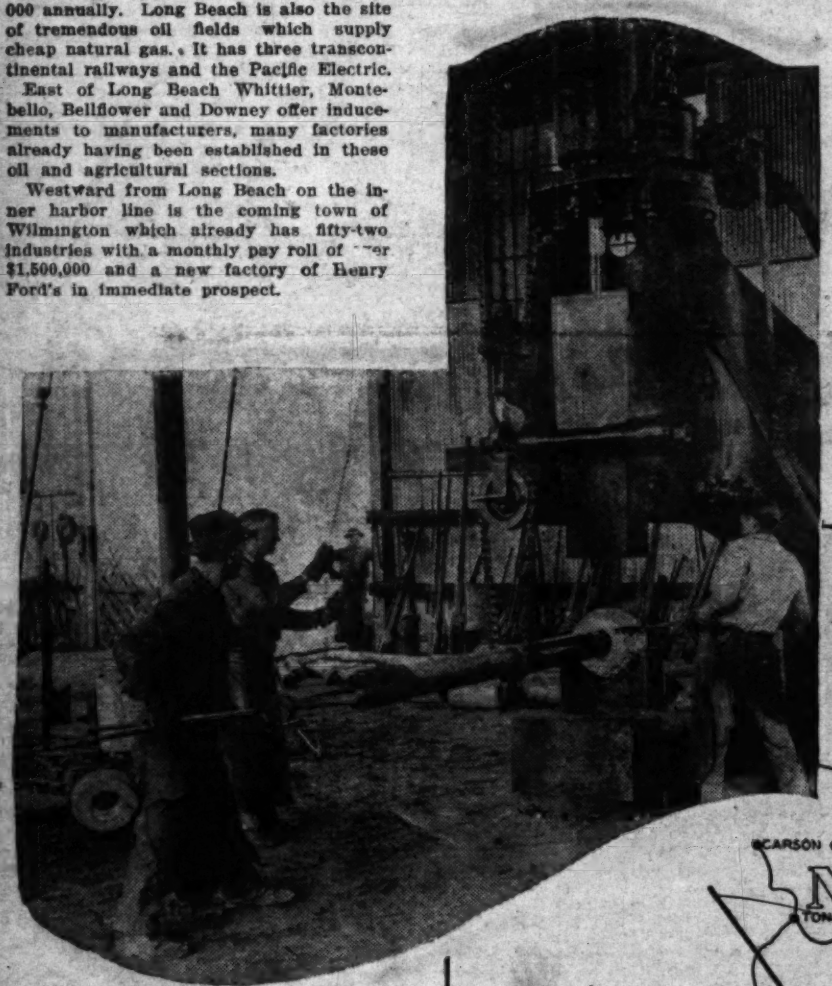
South of Compton on the shore of the Pacific is the city of Long Beach with a population of 140,000 and 335 manufacturing establishments including shipyards, steel mills, fish canneries, shoe factories, and glass works. The value of its manu-

# In the Center of a Metropolitan Market—

factured products totals a round $30,000,000 annually. Long Beach is also the site of tremendous oil fields which supply cheap natural gas. It has three transcontinental railways and the Pacific Electric.

East of Long Beach Whittier, Montebello, Bellflower and Downey offer inducements to manufacturers, many factories already having been established in these oil and agricultural sections.

Westward from Long Beach on the inner harbor line is the coming town of Wilmington which already has fifty-two industries with a monthly pay roll of over $1,500,000 and a new factory of Henry Ford's in immediate prospect.



*Shaping oil well tools in a Los Angeles plant.*

## Torrance

Five miles northwest of Wilmington is Torrance with twenty-nine industries and a monthly pay roll of $650,000. With its glass factories and steel industries, its proximity to the beaches where its workers can live cheaply and healthfully, cheap acreage and efficient transportation facilities provided by the Santa Fe and Pacific Electric Railways, Torrance is rapidly forging to the front as an industrial district.

## Inglewood and Hollywood

Several miles northwest of Torrance the city of Inglewood with thirty-two factories has grown to a city of 18,000 in the past six years. It is traversed by six main boulevards and is served by the Santa Fe and Pacific Electric railways. Its labor turnover is said to be 50 per cent less than in most cities, owing to the congenial surroundings of its workers.

Hollywood, north of Inglewood, is not an industrial district, unless motion pictures are classed as industries, yet exclusive of its immense studios it has thirty factories that bring in afound $14,000,000 yearly. Beverly Hills, an exclusive residential district, also has eight good-sized industries of a varied nature.

Other communities between Los Angeles and the sea which are rapidly becoming industrial centers are Gardena, Maywood, Cudahy, Lomita and Harbor City. Communities west of Los Angeles that welcome industries in certain lines are Palms, Westgate, Westwood, Brentwood, Sherman, Sawtelle and Culver City, the home of large motion-picture studios.

## The Beach Cities

The beach cities such as Santa Monica, Hermosa Beach, Redondo Beach, Venice and Manhattan Beach, while primarily pleasure resorts, have begun to establish industrial districts. Hermosa has, for instance a big silk mill and a factory producing decorative tile.

El Segundo, established by the Standard Oil Company, has one of the largest oil refineries in the country as well as a plant of the general works that have a total monthly pay roll of $500,000 and employ 1500 workers.

PRIOR to 1913 transportation costs were not a controlling factor in the location of industries. With the increase in freight rates of 5 per cent in 1914, 15 per cent in 1917, 25 per cent in 1918 and 40 per cent in 1920, with only one decrease of 10 per cent since that time, Pacific Coast markets have been placed 1000 miles farther away from eastern and middle-west markets, measured by the yardstick of transportation charges. This new rate structure coupled with increase in wealth and population of the Southwest forced Los Angeles by the economic involved into industrial expansion.

The new rate structure gives Los Angeles an advantage over St. Louis, Chicago and New York in freight rates to intermediary points as follows:

| From— / To— | Los Angeles | St. Louis | Chicago | New York |
|---|---|---|---|---|
| Helena, Mont. | 295 | 398 | 398 | 511 |
| Boise, Idaho | 331 | 420 | 435 | 511 |
| Salt Lake, Utah | 216½ | 371 | 398 | 511 |
| Phoenix, Ariz. | 232 | 420 | 398 | 511 |

Within a trucking radius of seventy miles of Los Angeles now live nearly one-third the total population of the three Coast States. Here the per capita wealth is a third greater than that of the rest of the United States. In Los Angeles county in 1925 were produced $85,912,744 worth of soil products. In the surrounding territory shown in the map is destined to be the richest agricultural area of its size since the dawn of history. With the utilization of the Colorado River waters 1,000,000 acres in Arizona, 15,000 acres in Nevada, 800,000 acres in Utah, 500,000 acres in New Mexico and 1,000,000 acres in Colorado—a total of 3,315,000 new acres—will be put into cultivation under conditions of climate that make for intensive production of the most valuable crops—a basis for great per-capita wealth.




*A city's back country provides raw materials and market for its industries and food for its workmen. The territory surrounding Los Angeles, here shown with transportation lines going through it, is sufficient in the wealth of its products to support a great industrial expansion.*

## Glendale and Burbank

Glendale, which has had a growth of practically 400 per cent during the past ten years, has 165 manufacturing plants with products valued at nearly $13,500,000 and a monthly pay roll of $247,000. While none of its factories is of great size, the variety and number of their products make a large aggregate income. The Stone Drill Company heads the list in number of employees with 200 while the Harrower Laboratories with 107 and the Los Angeles Basket Company with 100 follow. Glendale is only twenty-five minutes' ride from downtown Los Angeles and with three steam roads and the Pacific Electric serving it the prospects for the speedy utilization of all its 2000 acres of industrial area are bright.

Burbank has sixty-four major industries with a monthly pay roll of $609,350. The list of products embraces everything from trucks to motion pictures.

The San Fernando Valley, of which Burbank is the gateway, is a rich agricultural section but several of its larger cities such as Van Nuys, Lankershim, San Fernando and Owensmouth are beginning to get into the industrial class.

## East of Los Angeles

The foothill cities, of which Pasadena with a population of 75,000 is the largest, are centers of horticultural activities but there are also some industrial sections, especially in Pasadena where sixty-four concerns produce annually around $8,000,000 worth of products. The [illegible] weekly pay roll is given at $63,[illegible].

Alhambra, with a pay roll of $[illegible] monthly and an annual production around $20,000,000, is the largest industrial city in the San Gabriel Valley.

Other cities of the valley such as Arcadia, Monrovia, Glendora, San Dimas, Azusa and Covina welcome industries in keeping with the general plan of their activities and several of them have obtained good-sized plants.

In making a tour of industrial Los Angeles one is impressed with the fact that the industries here are not confined to a single limited district where the living conditions of workmen are [illegible] upon by noise and smoke, but are sufficiently scattered to be [illegible] the civic life of the community.

# Produc[illegible]

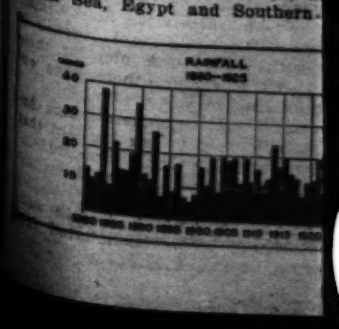



*A clay-products plant with the same m[illegible]*

THE economies of an equa[illegible] factory are sufficient to [illegible] western industries. Here [illegible] the frost line, roof trusses do n[illegible] water and even gas pipes do no[illegible] in colder climates. The loss to p[illegible] is avoided and the changes in for[illegible] as rubber is not necessary. Here[illegible] to shut down owing to inclement[illegible] this plant shown above much of [illegible] of rain. Cool nights all the year [illegible] peratures make labor here 10 pe[illegible]

WEATHER CONDITIONS IN LOS A[illegible]
Number of days—
Clear .....
Partly cloudy .....
Cloudy .....
Without sunshine .....
Thunderstorms .....
Snow fall .....
Temperatures below 40 deg. .....
Temperatures above 90 deg. .....
Mean annual temperatures .....

In the map above, prepared by [illegible] Diego Chamber of Commerce, S[illegible] California in general and San D[illegible] particular is compared with the [illegible] the world, showing the least di[illegible] summer and winter of any point [illegible] globe. The black line passes [illegible] countries with the same mean [illegible] temperature. The lighter dotte[illegible] passes through countries with th[illegible] mean winter temperature. It is [illegible] clearly shown that San Diego is t[illegible] city on the globe where the tw[illegible] converge. San Diego has a mea[illegible] winter temperature of Alaska, N[illegible] Canada, Newfoundland, Nova [illegible] Scandinavia, Siberia, Hawaii; and [illegible] winter temperature of Florida, M[illegible] Italian Sea, Egypt and Southern [illegible]



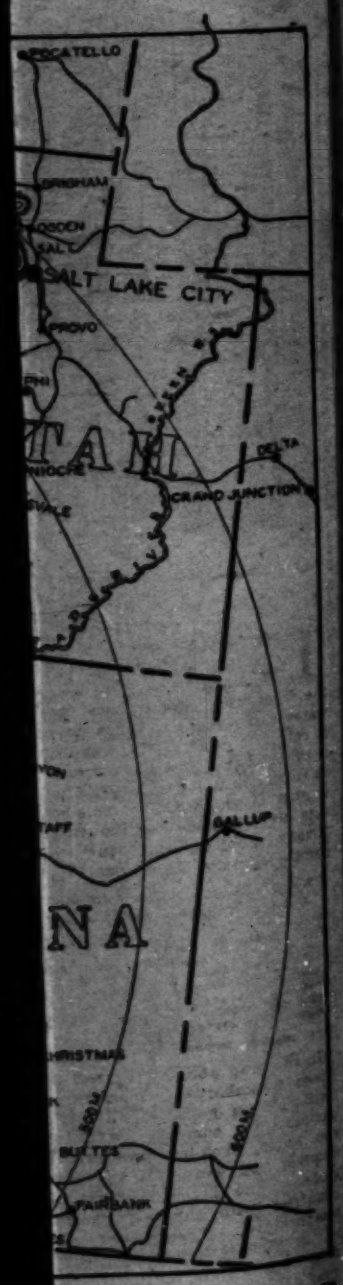
# Market—

a controlling factor in the loca-
nt rates of 5 per cent in 1914, 15
per cent in 1920, with only one
Coast markets have been placed
-west markets, measured by the
structure coupled with increase
Los Angeles by the economies

dvantage over St. Louis, Chicago
ints as follows:

| eles | St. Louis | Chicago | New York |
|---|---|---|---|
| | $98 | $98 | $21 |
| | 430 | 435 | 525 |
| | 371 | 398 | 510 |
| | 420 | 496 | 513 |

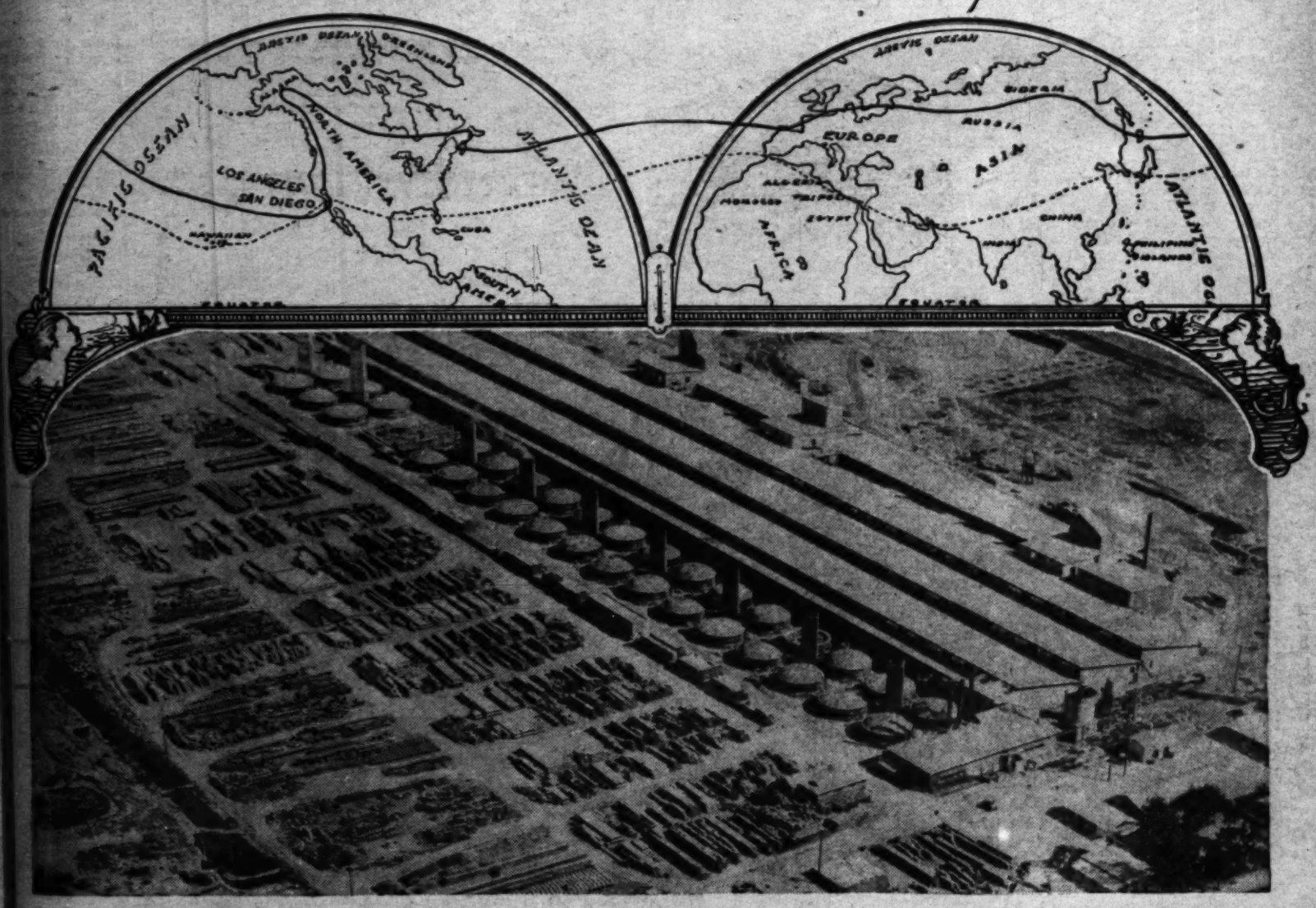
f Los Angeles now live nearly
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be the richest agricultural area
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# Production Costs are Reduced by Climate—



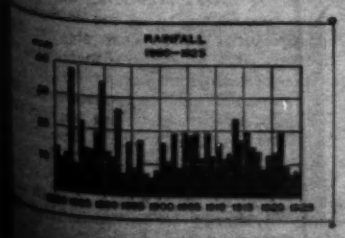

*A clay-products plant at Los Nietos, Cal., showing the amount of work carried on out-of-doors. In the map above a black line passes through countries with the same mean summer temperature, and the dotted line through countries with the same mean winter temperature as that of San Diego.*

THE economies of an equable climate in the establishment and conduct of a factory are sufficient to tip the balance in world markets in favor of south-western industries. Here concrete foundations do not have to be carried below frost line, roof trusses do not have to be designed to carry a heavy snow load, water and even gas pipes do not need to be deeply buried and heavily insulated as under climates. The loss to power plants from low temperatures and thunderstorms avoided and the changes in formula summer and winter for congealed products such rubber is not necessary. Here heating costs are minimized and mills are not forced shut down owing to inclement weather. In some industries such as the clay-prod-plant shown above much of the work can be carried on out-of-doors without fear rain. Cool nights all the year permitting regular sleep, and moderate working tem-atures make labor here 10 per cent more efficient than in the East.

WEATHER CONDITIONS IN LOS ANGELES COMPILED BY THE U. S. WEATHER BUREAU

| Number of days— | 1918 | 1919 | 1920 | 1921 | 1922 | 1923 | 1924 | 1925 |
|---|---|---|---|---|---|---|---|---|
| | 185 | 217 | 195 | 190 | 222 | 225 | 232 | 202 |
| cloudy | 107 | 87 | 97 | 92 | 86 | 79 | 100 | 108 |
| | 73 | 61 | 74 | 77 | 57 | 61 | 34 | 55 |
| thunderstorms | 13 | 6 | 6 | 15 | 11 | 9 | 6 | 9 |
| | 8 | 10 | 6 | 4 | 3 | 5 | 7 | 3 |
| | 16 | 13 | 26 | 33 | 19 | 19 | 8 | 5 |
| below 45 deg. | 2 | 4 | 0 | 2 | 7 | 3 | 6 | 0 |
| above 90 deg. | 15 | 4 | 1 | 12 | 10 | 9 | 5 | 6 |
| annual temperature | 63.9 | 62.9 | 62.4 | 63.0 | 62.6 | 63.7 | 64.0 | 63.6 |

The map above, prepared by the San Chamber of Commerce, Southern ornia in general and San Diego in ular is compared with the rest of world, showing the least difference mer and winter of any point on the . The black line passes through with the same mean summer erature. The lighter dotted line through countries with the same winter temperature. It is conspic-shown that San Diego is the only on the globe where the two lines . San Diego has a mean sum-temperature of Alaska, Northern Newfoundland, Nova Scotia, ria, Siberia, Hawaii; and a mean temperature of Florida, Mediter-Iran, Egypt and Southern China.






*In a Los Angeles foundry.*

# THE INDUSTRIES *of Southern California*

## Classified by products with information as to 1926 production, plants, markets and raw materials

### Iron and Steel

With $119,301,582 worth of iron, steel and fabricated metal products turned out in Los Angeles last year, the metal industry has increased 37 per cent here since 1920. It now employs more than 20,000 men with a pay roll of $752,302. Upward of 3000 people are employed in the production annually of nearly 100,000 tons of iron castings. An additional 400 people are employed in the production of upward of 8000 tons of steel castings made from scrap in steel foundries representing an investment of $700,000. Two roller mills with five open-hearth furnaces, equipped to turn out bars, castings, forging billets, bolts and rivets, have a capacity of 11,000 tons per month.

### *Pig Iron*

The present consumption of pig iron in Los Angeles is 60,000 tons, while that in Southern California is 65,000 tons. It has been estimated that within a few years the local demand will be 200,000 tons in excess of present western production. Primary iron and steel products received through Los Angeles Harbor alone last year (1925) totaled 584,581 tons valued at $24,379,451. West of the Rockies there are now some 300 iron foundries and twenty-three open-hearth furnaces using pig iron.

In view of these facts engineering surveys have been made looking forward to the production of pig iron at Los Angeles Harbor. Aside from large supplies of high-grade ore, coal and fluxing lime in the territory tributary to the harbor (see Section I, Page 5,) these surveys show that the largest local market for pig iron steel products on the Coast, cheap distribution by coastwise carriers, and the use of hot metal direct from the blast to open hearth furnaces, would effect great economies as compared with delivered cost of competitive iron. Of the 65,000 tons of pig iron that came into Southern California in 1925, it is estimated that 48,000 tons came by rail from Utah and 17,000 tons through the harbor from various sources as follows:

| | |
|---|---|
| Foreign—Holland | 3,132 |
| Germany | 3,117 |
| United Kingdom | 889 |
| India | 284 |
| China | 100 |
| Foreign total | 7,522 |
| Intercoastal | 9,367 |
| Total | 16,889 |

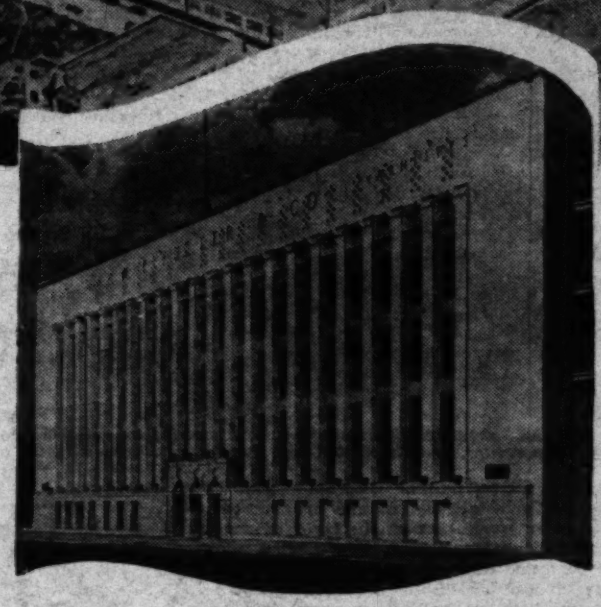
The prices quoted on this imported iron ranged from $22 to $27 per gross ton, while engineers estimate that pig iron can be produced in Los Angeles for as low as $14 a ton. The freight rate from Utah is around $5 per ton.

### *Steel Possibilities*

The original practice in steel production was to bring ore to the coal. In recent years the Chicago steel industry has established the practicability of bringing both coal and ore to the market. For the eventual development of the steel production in Southern California coking coals are available in Utah, Washington, British Columbia and San Juan Basin of New

# Elbow Room for Good Working Conditions—





*(Above) The Central Manufacturing District. (Below) A paint warehouse showing beauty in industrial architecture.*

OWING to the fact that Los Angeles industry developed largely after the perfection of trucking transportation, to the good roads of Southern California and to the network of rapid electric freight service throughout the district, the industries here are not huddled into congested districts. Here factories are for the most part one-story in height and are surrounded by gardens and residence districts.

In the industrial terminals such as the Central Manufacturing District (illustrated above,) the Los Angeles Junction Railway, the Metropolitan Warehouse District and lands acquired for industry by the Southern Pacific and Santa Fe railways no pains are being spared to avoid congestion and plan buildings so that a maximum of architectural beauty will be gained.

In the new industrial idea of surrounding workmen with conditions that make for happiness during working hours, Los Angeles has gone farther than older communities. Los Angeles industrial architecture is well illustrated in the picture of a paint warehouse shown on this page. In several cases industrial buildings are real architectural embellishments located in the midst of high-class residential property.

Mexico-Colorado, the latter said to be of as high quality as any known deposits.

At present the local market is principally supplied with coke imported from England, Scotland and Continental Europe, considered to be thoroughly satisfactory as to composition and structure for all ordinary furnace practice.

The ruling price for moderate quantities is $12.50 per ton, f.o.b. cars Los Angeles Harbor, but it is presumed this would be lowered to large steady customers to $11.50 or thereabout. To this should be added 34 cents per ton for track delivery within the Los Angeles Harbor district.

## *Cast Iron Pipe*

During the calendar year of 1925 there came into Los Angeles Harbor 51,618 tons of cast iron pipe. While most of this was used in the Los Angeles district, some moved to the area surrounding. The Chamber of Commerce estimates that 130,000 net tons were used in the three Pacific Coast States, 40 per cent of which was consumed in Southern California alone. The source and amount of this pipe are given below in net tons:

| Source— | Cast Iron Pipe | Wrought Iron and Steel Pipe | Total |
|---|---|---|---|
| Foreign—France | 6,134 | 4,742 | 10,876 |
| Belgium | 5,154 | 766 | 5,920 |
| Germany | ..... | 9,671 | 9,671 |
| Czecho-Slovakia | .... | 1,575 | 1,575 |
| England | 2 | ..... | 2 |
| Total foreign | 11,290 | 16,754 | 28,044 |
| Intercoastal | 40,326 | 244,997 | 285,323 |
| Coastal | 2 | 459 | 461 |
| Total | 51,618 | 262,210 | 313,828 |

The great demand for cast iron pipe by the city of Los Angeles furnishes a strong argument for the location of a Pacific Coast plant here in Southern California.

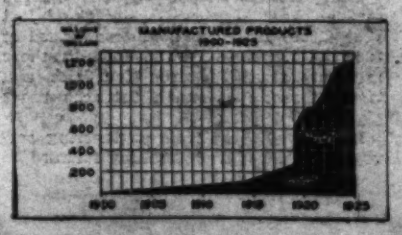
## Food Products

Two million people within a radius of seventy miles of Los Angeles have an annual retail meat bill of a hundred million dollars. One-half of the meat food produced in the State of California is consumed in this area. To supply this consumption the meat-packing industry of Los Angeles has increased its output from $58,000,000 in 1924 to $60,000,000 in 1925 to $70,000,000 in 1926 with an investment of $15,000,000.

The packers of the district this year have required for this tremendous output $18,000,000 worth of cattle, $3,000,000 worth of calves, $12,000,000 worth of hogs and $6,000,000 worth of lambs—a total of $39,000,000 worth of animals on the hoof to supply nourishment to the human population of Los Angeles and vicinity.

To prepare these animals for the market the packers spent $120,000 a week in salaries during the year.

When the mission padres came to California they brought 300 cattle, 100 sheep and 60 mules to the mission at San Diego. Today it requires 300,000 cattle, 150,000 calves, 600,000 sheep and 600,000 hogs to meet the local demand. In no section of the world has there been such a tremendous growth in demand for food.




With California ranking fifth among the beef-producing States of the Union, it produces only 7 per cent of the hogs, 50 per cent of the cattle and 60 per cent of the sheep required by local demands. With this great demand, combined with the opportunities for meat export and the possibilities for the expansion of the livestock industry in the State, it is easy to foresee Los Angeles becoming a meat-packing center of the world.

## *Canneries*

In the richest agricultural county in the world one would naturally expect a thriving canning industry. Four hundred and fifty-two million cans of fruit alone, mostly peaches, were produced this past year. The secretary of the canners' association estimates that the fruit and vegetable pack turned out by fifty canneries in the county returned from $160,000,000 to $170,000,000. Add to the cans of fruit 110,978,240 cans of sardines and tuna put up at the harbor (See Section IV) and you have over half a billion cans of food shipped out of the county each year.

The canned fish pack of Southern California in 1925 is listed in cases as follows:

| Kind of fish— | Los Angeles. | San Diego. | Total. |
|---|---|---|---|
| Albacore | 358,940 | 94,973 | 453,913 |
| Sardines (1-lb. ovals) | 920,191 | 29,846 | 950,037 |
| Sardines (other sizes) | 2,695 | 26,163 | 28,858 |
| Tuna (bluefin) | 43,747 | 141 | 45,888 |
| Tuna (yellowfin) | 95,886 | 79,575 | 175,461 |
| Tuna (unclassified) | 41,671 | 17,798 | 59,469 |
| Yellowtail | 9,909 | 1,720 | 11,629 |
| Striped tuna | 129,433 | 89,275 | 219,408 |
| Bonita | 8,118 | 570 | 8,688 |
| Fonno | 53,440 | 9,846 | 69,286 |
| Tuna flakes | 10,495 | 116 | 10,601 |
| | | | 2,033,428 |

Sardines, 1,118,000. All tunas, 1,032,000 cases.

To supply the canneries of the section there are two factories in the district employing 750 people and turning out 150,000,000 containers annually.

## *Bakeries*

Five hundred and eight-seven big bakery plants in Los Angeles, representing an investment of $15,120,520 and employing 10,000 people, produced and distributed in Los Angeles over half a million loaves of bread a day and kept in distribution for salaries and expenses around $24,000,000. Four large flour mills in the vicinity supplied a large part of the flour necessary for this output.

Five large cracker factories in the city supplied the Coast with an output of around 25,000,000 pounds. These factories employ approximately 2000 people.

## *Miscellaneous Food Products*

Twenty-eight small ice cream factories and several large ones producing 75 per cent of the supply turn out 5,000,000 gallons of ice cream in the Los Angeles district and employ around 1000 people. Thirty-eight confectioners giving employment to about 2000 people, and forty bottling works employing another thousand help cater to the sweet tooths of the city, while fourteen cigar manufacturers employing 350 people supply its "smokes."

## Textiles

More than $120,000,000 worth of cotton goods are sold on the Pacific Coast annually—a total last year of 831,456,000 square yards.

The Pacific Southwest produces more bales of cotton per acre than any other section of the country, has ample acreage for increased production, grows excellent cotton of all grades, and provides local mills with cheaper cotton than any other section. California this year produced 124,000 bales of cotton, Arizona 100,000 bales, and Lower California [illegible]. The section has a nine months' growing season, irrigation has proven that the right amount of moisture does away with the dew and stains caused by heavy rains, and experts claim that the Pacific Southwest grows the best cotton because of its hardy body, great tensile strength and long staple.

There are now four commercial cotton mills in Southern California: the Imperial Cotton Mills, with 17,000 spindles and 500 looms, producing ducks, drills and denims; the California Wire and Cable Company, with 2100 spindles, producing wrapping and insulating twine; the Textile Mills, with [illegible] producing wire cords and fabrics for



# Makes

THE Los Angeles work[er] estimation is a good[s] engendered by good [wages] figures for the ownership of [homes]

Los Angeles leads the [world] of its homes owned free [and] they have a civic pride [which]

The workingman not only [shows] are that he owns an automobile [—] of 2,055,826, 511,295 passenger [cars] a car for every four people, [and] that the car is not stored in [the]

There are approximately [200,000] with their 850,000 families, [or]

These things make for [stability] to mutual trust of employee [and] ing prevails, minimizing the [labor]

exclusive use of Goodyear [thread] West Coast Textile Company [has] two looms, producing Terry [cloth] etc. These commercial mills [use] only a very small portion of the [yarn] sumption and the demands [are]

There is a rapidly growing [demand] upward of 100,000 dozens of [gloves] per year; outside of one plant [specializ]ing in drill gloves for the [mining] trade, and a small plant at [Riverside] there are no cotton glove plants [in the] Southwest, though lower costs [of] dustrial conditions and raw [material] ily accessible and cheap [labor] tion of such plants here logical. [The] son Nolan Company of Sawtelle [alone] around 12,000 dozen drill gloves [annually] while the Long Beach Glove Co. [turns out] a similar output.

Employing approximately 300 [people] more than 200 garment factories [in] Angeles utilize 20,000 power [sewing] chines, demanding increasing [supplies] thread is steadily increasing. [Hosiery] awning factories, knitters of [underwear] and sweaters, weavers of towels, [blankets] etc., are very anxious to see [cotton] and yarn mills located here.

Southern California uses 35,000 [barrels] annually for its cement and [concrete] walnut growers and manufacturers [of] rious products constituting [the]

## *Silk Goods*

More than 1,000,000,000 yards [of] terials are now consumed annually [on the] Pacific Coast. This year the first [manufac]ture of raw silk into Los Angeles [fabrics] for marked an epoch in a new [industry] California industry.

The Golden State Silk Mills, [with] two and one-half-acre plant at [Long] Beach, uses raw silk from the [cocoon] their complete processes of [dyeing] warping, spinning, weaving, [finishing]



*The modern char[m]*

# nditions—



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### Bakeries

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### iles

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extile Mills, with 2500 spindles
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# Makes for Contented and Efficient Labor—

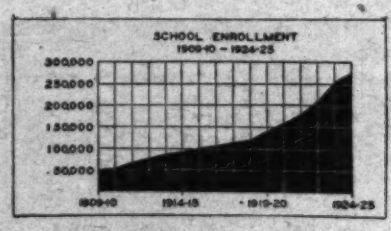
THE Los Angeles workman is an aristocrat, and being an aristocrat in his own estimation is a good workman. His aristocracy is of the democratic variety engendered by good living conditions that are convincingly reflected in the figures for the ownership of homes, automobiles and telephones.

Los Angeles leads the six largest cities of the country with more than 52 per cent of its homes owned free from all encumbrance, and where workers own their homes they have a civic pride which definitely affects their efficiency.

The workingman not only owns his home in Southern California, but the chances are that he owns an automobile. There are in Los Angeles county, with its population of 1,055,826, 511,295 passenger cars, a per capita ownership amounting, roughly, to a car for every four people, or one for every family. The climatic conditions are such that the car is not stored in winter.

There are approximately 538,000 telephones in the eight southernmost counties, with their 850,000 families, or two telephones for every three families.

These things make for contentment, and contentment for efficiency in labor. Due to a mutual trust of employee and employer, the open-shop American plan of labor dealing prevails, minimizing the dark cloud of strike dread that often hovers over industry.




exclusive use of Goodyear tires, and the West Coast Textile Company, with thirty-six looms, producing Terry cloth, towels, etc. These commercial mills can supply only a very small portion of the local consumption and the demands of export.

There is a rapidly growing market for upward of 100,000 dozens of cotton gloves per year; outside of one plant specializing in drill gloves for the citrus fruit trade, and a small plant at Long Beach, there are no cotton glove plants in the Southwest, though lower costs, general industrial conditions and raw materials easily accessible and cheap make the location of such plants here logical. The Will-ton Nolan Company of Sawtelle makes around 12,000 dozen drill gloves yearly, while the Long Beach Glove Company has a similar output.

Employing approximately 30,000 people, more than 200 garment factories in Los Angeles utilize 20,000 power sewing machines, demanding increasing amounts of thread is steadily increasing. Tent and awning factories, knitters of bathing suits and sweaters, weavers of towels, labels, etc., are very anxious to see the thread and yarn mills located here.

Southern California uses 35,000,000 bags annually for its cement and flour mills, citrus growers and manufacturers of various products constituting the market.

### Silk Goods

More than 1,000,000,000 yards of silk materials are now consumed annually on the Pacific Coast. This year the first importation of raw silk into Los Angeles Harbor marked an epoch in a new Southern California industry.

The Golden State Silk Mills, with a one and one-half-acre plant at Hermosa Beach, uses raw silk from the Orient in their complete processes of winding, twisting, spinning, weaving, dyeing and finishing some 1800 yards of broad silk a day, an output which will shortly be increased to 3500 yards daily.

### Woolen Goods

More than $95,000,000 worth of woolen goods are consumed annually on the Pacific Coast. Two-thirds of all wool produced in the United States is produced in a territory from which it can be shipped to Los Angeles at freight rates approximately one-third of those applying to eastern centers of wool manufacture.

Last year 17,000,000 pounds of wool clipped in California and it is predicted that Los Angeles will become a world factor through its port as a textile and wool distributing center.

California wools are noted for elasticity, strength, firmness and fine felting qualities, making them adaptable for making fine woolen cloth. Three woolen mills are now operating in the Los Angeles district. The Pioneer Pacific Mills, with an annual production of $1,250,000, now turns out every month 60,000 yards of suitings, coatings and blankets, with a daily consumption of 1000 pounds of scoured wool and a staff of 250 employees. The Standard Felt Company, manufacturing felt slippers and Worth Brothers spinning worsted yarns bring the annual consumption of wool in the grease up to 3,000,000 pounds.

Two wool pulleries and two commercial dyeing establishments are of marked advantage to many manufacturing enterprises. One hundred and fifteen factories making men's and women's outerwear call for a very large cutting-up trade.

## Wearing Apparel

One of the greatest industries of the Pacific Coast is the making of wearing apparel. Los Angeles, the largest center for this industry west of Chicago, is rapidly becoming a national style center, due to location here of 82 per cent of the motion-picture studios, with their definite effect on the nation's styles.

The status of this industry in May, 1926, is as follows:

| | No. Firms | Value |
|---|---|---|
| Women's dresses | 72 | $ 8,500,000 |
| Women's cloaks and suits | 65 | 5,500,000 |
| Women's hats | 50 | 1,600,000 |
| Men's hats and caps | 20 | 800,000 |
| Knitted goods | 24 | 1,800,000 |
| Hosiery | 5 | 1,200,000 |
| Neckwear | 19 | 1,400,000 |
| *Men's, women's outerwear | 15 | 1,500,000 |
| Children's clothing | 22 | 570,000 |
| Outing and work clothing | 22 | 4,250,000 |
| Shirts | 4 | 2,600,000 |
| Miscellaneous | 14 | 800,000 |
| Shoes | 5 | 2,735,000 |
| Total | 356 | $34,655,000 |

*—Excluding merchant tailors.

This industry has invested in Southern California over $18,300,000, and employs over 8000 workers, approximately 5900 being women. The weekly pay roll is in excess of $201,000 and the annual pay roll exceeds $8,000,000.

More than 1000 pairs of shoes daily are turned out by the eight firms, making Los Angeles the largest shoe center west of St. Louis ranking high in production.

Los Angeles is in a position to assemble, tan and process western and imported hides and to manufacture shoes for the western markets at definite transportation savings in money and time over eastern and interior products. The Pacific Coast and western market for shoes is estimated at over $2,250,000.

## Automobiles

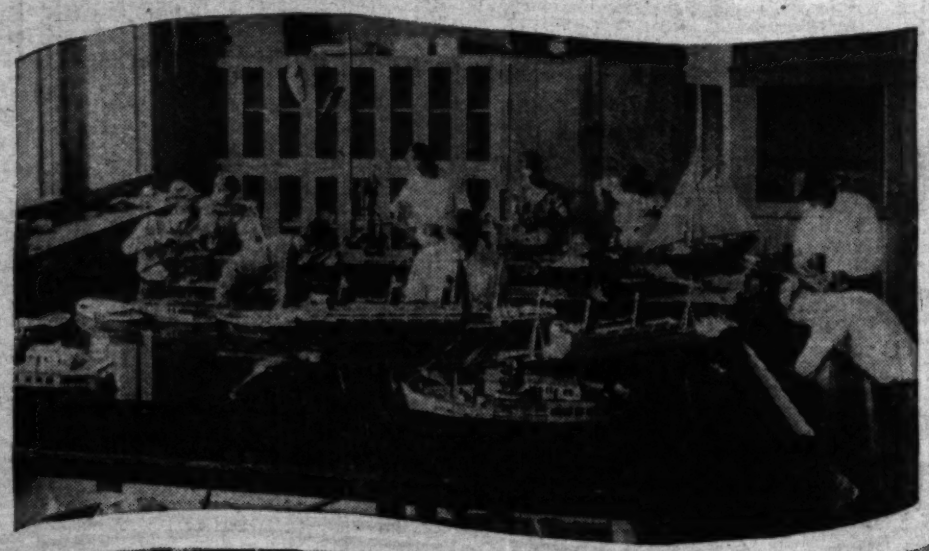
With the largest per capita ownership of automobiles in the world, Los Angeles county is a natural field for the manufacture of motor vehicles and their accessories. In this field there are now over 1600 firms in this work.

The Ford Motor Company this year purchased forty acres of land with 1500 feet of tidewater frontage for the erection of some seven acres of buildings at an ultimate cost of $3,000,000, to employ some 3000 people in the production of 500 to 700 motored units a day (See Section I, Page 11.) Their present five-story Los Angeles plant employing 1500 people will continue to operate as usual after the new factory is completed.

Other automobile plants of importance are the Moreland Truck Company of Burbank, the Kimball Truck Company of Long Beach, the Denby Motor Company and the Kleiber Truck Company that started fourteen years ago with an investment of $5000 and now has an investment of $5,000,000.

The Goodyear Tire and Rubber Cmpany in Los Angeles and the Samson Tire and Rubber Company of Compton have both made notable additions to their plants this year. The Goodyear plant, with an investment of $15,000,000, employs 2500 workmen and uses 12,000 bales of cotton and 6000 tons of crude rubber annually in the daily production of 8000 tires.

Aside from these plants there are 100 firms making accessories, eighty-five firms making tops, sixty-five producing bodies, fifty-six automobile painting concerns and seventeen plants specializing in brakes.

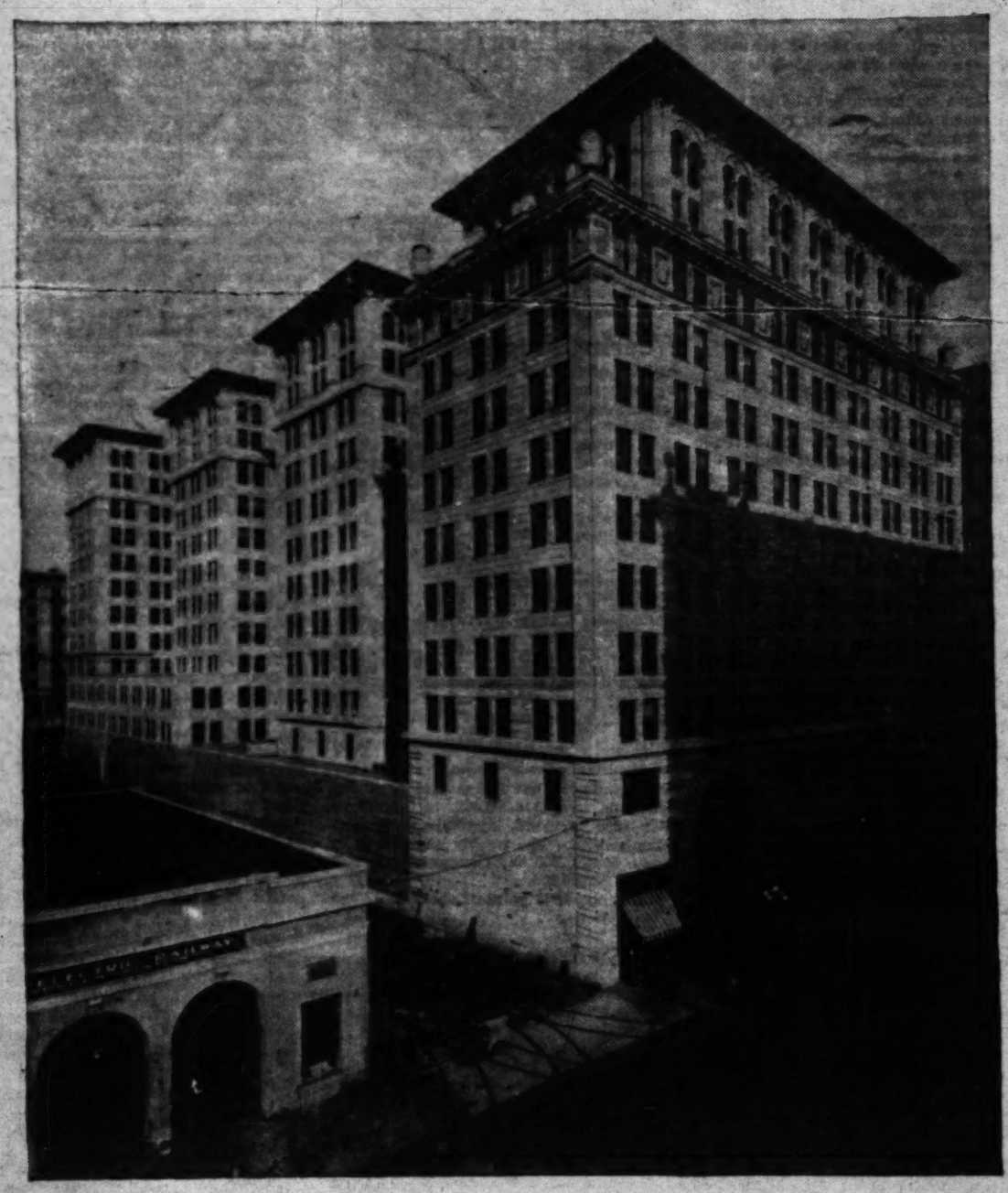


*Children in Southern California are being reared to respect industrial pursuits by the high character of industrial training in the schools. At the left is a class in shipbuilding in Long Beach.*



*The modern character of Southern California factories is illustrated by this textile mill in Orange equipped with automatic machinery.*

# Transportation Facilities are Adequate—



*The new Subway Terminal Building erected this past year in Los Angeles.*

IN THE matter of transportation Southern California is particularly fortunate, as set forth by the Chamber of Commerce industrial department. Nowhere on the Pacific Coast is there a population so great encompassed within an area so small or so readily accessible by adequate motor truck transportation, as that immediately surrounding Los Angeles. In addition to motor truck transportation there is a complete network of electric lines operated by the Pacific Electric Company, no haul of which exceeds seventy-eight miles from Los Angeles, although the aggregate of this system exceeds 1100 miles. This district is also served by the three transcontinental lines, namely, the Santa Fe, Southern Pacific and Union Pacific. There is not a community of any size in this district but is served by rail facilities and most of them enjoy competitive rail service.

The population in Southern California where the freight rates from Los Angeles are less than from San Francisco, and, therefore, tributary to Los Angeles, exceeds 2,615,826.

To destinations in the States of Arizona and New Mexico freight rates are lower from Los Angeles than from San Francisco. These differences in favor of Los Angeles range from 71 1-2 cents on first-class at Yuma, Ariz. to 35 1-2 cents at the Arizona-New Mexico State line, grading down to zero as the New Mexico-Texas line is reached at El Paso. The distance from San Francisco to destinations in these two States exceeds the distance from Los Angeles by amounts ranging from 300 to 475 miles, and freight delivery is comparatively slower from the Bay district. If the population in Arizona and New Mexico tributary to Los Angeles be added to the population in Southern California there results a total population of 3,500,000 in this Southwestern country served with lower rates and quicker service from Los Angeles than from San Francisco.

## Furniture and Wood Products

With Los Angeles Harbor the largest lumber-importing port in the world, the annual output of furniture, cabinets, sash and door and planing mill products in Los Angeles is in the neighborhood of $115,000,000. Recurrent building activities have created such a demand that of furniture alone $65,000,000 is sold annually, with about sixty concerns engaged in making household effects, twenty-one plants making bedroom furniture, and twenty-four specializing in upholstered pieces. The largest furniture factory has about 380 employees, and an annual output of $1,250,000, much of it being shipped east, while carload lots go daily to the Pacific Northwest, to Texas or to Hawaii. The Furniture Manufacturers' Association has fifty-six factories in its membership.

With building construction running around $125,000,000 annually in Los Angeles, quantities of millwork are required, which is supplied by seventy-five mills employing approximately 4000 persons.

Southern California is situated to obtain a wide variety of woods at low ocean freight rates. Douglas fir, most used for building purposes and general mill work, is brought by water from Oregon and Washington; spruce comes from British Columbia, and many southern woods are used, such as redwood, and mahogany from the Philippines and blue gum. Some fifty-eight varieties of products are made in Southern California from imported raw lumber.

The mild climate of the Pacific Coast west creates an all-year market in and around Los Angeles for over $10,000,000 worth of refrigerators, only a small portion of which are supplied by several successful local plants. Every advantage in the way of materials, market and labor favors the growth of this industry.

## Laundries

Forty factories employing 600 people are engaged in making all kinds of wash for laundry, kitchen and bath. Many laundries, including thirty-nine power laundries, nine linen supply houses and fifteen wet-wash laundries, have annual $11,000,000 and employ 7500 people to keep the linen of the city clean. Added to these there are 150 hand laundries

## Music and Novelties

If Los Angeles were cut off from the rest of the world she would still have ample means to make merry. As one-seventh of the musical instruments marketed in the United States are sold on the Pacific Coast, it is but natural that Los Angeles should make her share of them. Twelve large manufacturing plants are here engaged in making musical instruments. One pipe organ factory that assembled the largest pipe organ in the world in John Wanamaker's store turns out 150 organs a year and employs 150 workmen. One piano factory and several piano-assembling plants, six factories turning out stringed instruments, a large phonograph record plant and twenty-seven factories engaged in making radios and radio accessories account for their share of the huge Los Angeles pay roll.

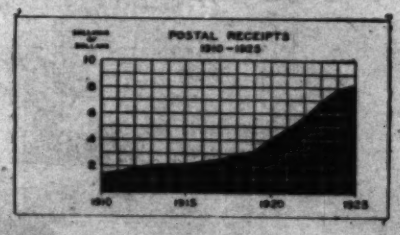
To meet the tourist demand for novelties there are about 100 plants employing 400 people.

## Chemicals and Soaps

Five large manufacturing plants with more than 2000 employees are engaged in Los Angeles in the manufacture of chemicals and drugs for medicinal purposes, and more than 100 factories are engaged in preserving for the allurement of man the rare orange blossom and rose perfumes of California.

## Airplanes

The equable climate of Southern California makes it the ideal proving ground for the airplane industry of the world. Already one of the four largest plants of the country is located here. The Douglas Company, moving this year into a new plant on Clover Field, Santa Monica's municipal airport, started five years ago with six men and now employs 500 in the production annually of $2,000,000 worth of planes. Its new factory will cover seven and one-half acres of ground. In competition with the eleven best aircraft concerns in the country, the Douglas plant won this year the government contract for fifty mail planes to be turned out at the rate of three a week. Seventy-five of the Douglas O-2 type were contracted for the Army air service. It was in planes from this plant that Army flyers made their 'round-the-world flight. The Douglas M-2 mail planes have been used by the Western Air Express since it was established on April 17. This company has flown a plane in each direction from Los Angeles to Salt Lake without mechanical difficulties or forced landing. Some twelve or more smaller plants are located in Southern California.




## Nurseries

Southern California, the land of flowers, has capitalized the bounties of nature with the establishment of nurseries that ship flowers, seeds and plants to all parts of the world. In Los Angeles county alone there are 484 nurseries occupying from 3000 to 4000 acres. California flowers are on sale in New Orleans and New York, and heather, growing much larger here than on its native heath, is even shipped across the seas. Locally there are twenty-five retail flower stores, 400 flower stands and more than 11,000 stalls along the road sides.

## Paper and Printing

Six mills in Los Angeles are now engaged in the making of paper, which is for the most part wrapping paper, tissue paper, box board and paper board. As Los Angeles is rapidly becoming a publishing center, the manufacture of printing papers is the next step. There are now in the city 350 publishing houses with 7500 employed and more than 500 printing establishments. Thirty-five trade magazines and 100 or more oil, professional, class and field magazines are now printed here.



# And




*The trade routes from Los ... the map above. The num... routes changes monthly. ... from Graham Island, B. C. ... Three lines to and from C... cisco; (5) Three lines to a... and from west coast of So... from Atlantic Coast; (8) T...*

*By Clarence ...*

NINETEEN HUN... TWENTY-SIX will ... history as the year ... ports from the Port of L... foreign countries approxim... hundred-million-dollar mark...

The increase over the ... will approximate 40 per... the final figures are compil... can be seen that the export... Angeles is increasing at a v...

Single months in 1926 ... more than $10,000,000 to Los ... foreign markets—and this ... times as much as our exp... an entire year a decade ag...

Approximately seventy c... markets for Los Angeles pr... last year, scattered all the w... land to South Africa, and ... churia to Chile.

## Making Great Pur...

England's purchases from ... amounted to more than $25,... gasoline, cotton and canned ... dominating. A dozen oth... paid us in excess of a million ... for our products, beginning ... which bought more than ... China and Canada in excess ... each; Chile and Germany ... $5,000,000 each. To Panam... Argentina, Philippine Islan... Mexico and Hongkong, in ... named, we sold more tha... worth of merchandise.

The Straits Settlements—t... step away down on the s... point of Asia—contributed mo... a million to Southern Ca... canned sardines alone.

Los Angeles refineries ar... the gas to run a large perce... the automobiles in countries ... the United States. England ... 250,000,000 gallons in twelve ... in the year ending June 30, ... than $6,500,000 worth of cot... ported from the Port of Los ...

Up to two or three years ago ... pool and Kobe bought cotton ... it is going in large quantities ... France, Mexico, Netherlands ... as well as to England and ... China and Belgium as lesser ...

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# And Ocean Commerce Increases Annually—




*The trade routes from Los Angeles Harbor to all parts of the world are indicated on the map above. The number of steamship lines carrying general cargo over these routes changes monthly. At present they are as follows: (1) Three lines to and from Graham Island, B. C.; (2) Three lines to and from Puget Sound ports; (3) Three lines to and from Columbia River ports; (4) Five lines to and from San Francisco; (5) Three lines to and from west coast of South America; (6) Three lines to and from west coast of South America via Central America; (7) Thirteen lines to and from Atlantic Coast; (8) Twelve lines to and from United Kingdom; (9) Nine lines to and from Continental Europe; (10) Three lines to and from Gulf of Mexico ports; (11) One 'round-the-world line via South Africa and South America; (12) Two lines to and from the east coast of South America; (13) Two lines to and from Japan and Ching to Hongkong; (14) Three lines to and from Japan and China to Manila and Singapore; (15) One 'round-the-world passenger service via Mediterranean ports; (16) Two 'round-the-world freight services via Suez; (17) Four lines to and from Hawaii; (18) Two lines to and from Australia and New Zealand; (19) Four lines to and from the west coast of Mexico and Central America; (20) Three lines to San Diego.*

*By Clarence Matson*

NINETEEN HUNDRED AND TWENTY-SIX will go down in history as the year when the ex- rts from the Port of Los Angeles to foreign countries approximated the one-hundred-million-dollar mark.

The increase over the previous year is approximate 40 per cent when the final figures are compiled, so that it may be seen that the export trade of Los Angeles is increasing at a very rapid rate. Single months in 1926 have brought more than $10,000,000 to Los Angeles from foreign markets—and this figure is ten times as much as our export trade for an entire year a decade ago.

Approximately seventy countries were markets for Los Angeles products in the last year, scattered all the way from Finland to South Africa, and from Manchuria to Chile.

## *Making Great Purchases*

England's purchases from Los Angeles amounted to more than $25,000,000, with gasoline, cotton and canned goods predominating. A dozen other countries took us in excess of a million dollars each of our products, beginning with Japan, which bought more than $10,000,000; China and Canada in excess of $6,000,000 each; Chile and Germany more than $3,000,000 each. To Panama, Australia, Argentina, Philippine Islands, France, Mexico and Hongkong, in the order named, we sold more than $1,000,000 worth of merchandise.

The Straits Settlements—that small region away down on the southernmost point of Asia—contributed more than half a million to Southern California for canned sardines alone.

Los Angeles refineries are supplying the gas to run a large percentage of all the automobiles in countries outside of the United States. England alone bought 50,000,000 gallons in twelve months.

In the year ending June 30, 1926, more than $6,500,000 worth of cotton was exported from the Port of Los Angeles.

Up to two or three years ago only Liverpool and Kobe bought cotton here. Now it is going in large quantities to Germany, France, Mexico, Netherlands and Italy, as well as to England and Japan, with Spain and Belgium as lesser buyers.

The Island of Java, Hongkong and the Philippines together paid Los Angeles a thousand dollars a day for old newspapers, and China paid nearly $100,000 in addition. The total receipts of Los Angeles from the sale of old newspapers to the Orient was just a little under a half million dollars—enough to build a medium-sized office building or pay for a big freight vessel.

Los Angeles is recognized as one of the greatest centers in the world for the manufacture of oil well machinery and supplies. In the year ending June 30, 1926, the exports of these products aggregated $1,580,776, or 50 per cent more than the preceding year.

Of this amount approximately $650,000 went down to the Dutch East Indies, largely to the Island of Borneo. Colombia purchased nearly $300,000 worth; Venezuela nearly $125,000, Straits Settlements a little less than $100,000 worth, British India a like amount, Chile more than $80,000 worth, Peru $84,000, England more than $600,000 worth, and Greece nearly as much, making up the grand total.

Oranges and other citrus fruits, honey, canned and dried fruits of many kinds, seeds and cottonseed meal and oil, besides cotton previously mentioned, are some of the farm products that are shipped to many widely scattered markets.

England alone last year bought more than five and a half million dollars' worth of the products of the ranches of Southern California and Arizona.

In the last few months the shipment of citrus fruits has tremendously increased, with better refrigeration facilities which have recently been provided.

## *Mineral Exports*

Minerals also find a wide distribution to foreign countries through the harbor.

The deserts of Southern California are the world's principal supply for borax, and in the year ending June 30, 1926, approximately 20,000 tons of borax in various forms were shipped from Los Angeles to sixteen different countries. It brought back more than a million dollars.

In Santa Barbara county is one of the few deposits of a mineral which is ground up and used for many different purposes, including insulation, filtration in sugar refineries, and tooth powder. It is very light and of comparatively low value, but last year a quarter of a million dollars' worth was shipped to nearly twenty different countries under the general classification of infusorial earth.

Copper from the mines of Arizona to the extent of nearly $600,000 was shipped to Europe, and this tonnage will increase largely in the future.

Considerably more than one million dollars was paid to Southern California canneries last year by the consumers in the Malaysian territory. For sardines Singapore and Penang alone contributed more than half a million dollars of this amount. Java bought nearly $200,000 worth of sardines, and the Philippines more than $160,000 worth more. Siam's purchases amounted to $75,000, with lesser shipments to Sumatra, Borneo and others of the East Indies.

## *Petroleum Takes Lead*

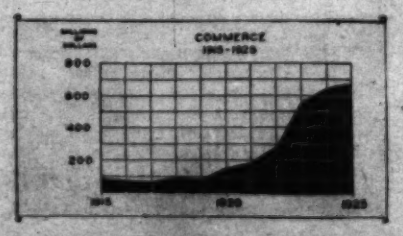
The most important commodity, both in volume and value, naturally is petroleum and its products—gasoline, kerosene, fuel oil, Diesel oil and other by-products.

Time was, not many years ago, when the great bulk of our petroleum was shipped either as crude or fuel oil. It brought from 70 cents to $1 a barrel. But in the last three or four years new refineries have been built, and now vast quantities are shipped in refined form, both in bulk and in cases.

Whereas crude oil sold for $1 a barrel or less, gasoline and kerosene bring from $6 to $10 a barrel, dependent upon how they are shipped and to what market. And a vast amount of fuel oil remains from the refining process.

Laboratory equipment for mines has been manufactured in Los Angeles for years. It is said that most of the equipment of this nature used in the South African gold fields was made by Los Angeles firms. Hardly a ship of the Osaka Shosen Kaisha sails from Los Angeles for South Africa that does not carry a shipment of this kind to Johannesburg.

Wearing apparel made in Los Angeles has been marketed to the extent of many thousands of dollars the past year in Bolivia, China, Colombia, Guatemala, Mexico, Peru and the Philippine Islands. Even Morocco, in Northern Africa, is wearing $2000 of Los Angeles-made clothing shipped there this past year.




## *Exporting Iron Castings*

Although we import pig iron from India, which country has extensive iron and steel works, Los Angeles exported $30,717 worth of castings to India in the twelve months ending June 30 last.

Medicines of various kinds are shipped from Los Angeles all over the world. Chile has bought $17,000 worth in recent months, Brazil $642 worth, Africa $510, Argentina $34,587, Australia $510, England $38,060, Guatemala $2868, Japan $3704, Mexico $20,955, Salvador $8635, Sweden $7710, Uruguay $4134, and other amounts to various other countries.

It may seem peculiar that the kernels taken from apricot seeds should be a source of income, yet more than $50,000 was realized last year from England and Germany alone from this product.

Essential oils manufactured from citrus fruits brought about the same income and from the same countries as the apricot kernels.

Thus, a long list of other commodities manufactured in Southern California might be compiled, some of them going to out-of-the-way places in the remote corners of the earth.

## *Imports*

Southern California, however, exports about two and a half times as much in value as it imports direct—although many products of foreign countries are purchased indirectly.

The Southwest, for instance, is a very large market for silk goods. The raw silk all originates in other countries—chiefly in Japan, China or France. Yet only within the last year has any raw silk been imported direct to Los Angeles, although this region undoubtedly spends millions of dollars a year for different kinds of silk goods. Silk mills are now being developed here, however, the first one at Hermosa Beach being already a great success.

*(Continued on Page 19)*

# Here Building Maintains a Healthy Growth—

*By Robert P. White*

PICTURE to yourself a constant line of builders passing before the paymaster, receiving each working minute of the year approximately $816, and you have an idea of the tremendous amount of building that has been done in Los Angeles during 1926.

The story of building development in Los Angeles for the past twelve months is told by the total of its permit issue, which reached the figure of $124,123,547. On the basis of a permanent population of 1,200,000 here, each citizen spent $103 for construction purposes.

The construction industry, ranking second to agriculture in this country, furnishes a criterion for the purchasing power of any community. At the end of the first nine months of 1926 Los Angeles stood fourth in the United States in the amount of its building. Compared with other coast cities, Los Angeles stands first, with San Francisco in second place recording a total 50 per cent lower. The value of Los Angeles building permits for the year was approximately 45 per cent greater than the combined total of the building done in both San Francisco and its sister city, Oakland.

## *A Million Feet of New Offices*

One million, forty-one thousand, three hundred and forty-eight square feet, or one-eighth of the total rentable office space of the Los Angeles downtown district, has been added this year, an amount second only to the 1924 total, which was the largest in the city's history. If the great number of long-term leases that are being made in the business district in advance of actual building operations are to be regarded as a criterion, the 1926 record will be maintained during 1927.

## *City Leads in Free Homes*

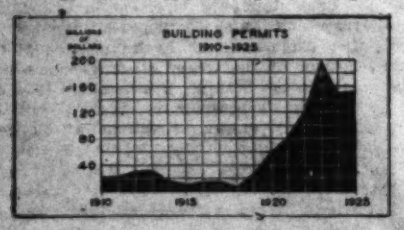
Nothing is more indicative of a city's prosperity than the status of its home ownership. More than $44,451,788 went for the construction of 11,162 new homes in 1926. A recent survey shows that Los Angeles now leads the six largest cities of the country with more than 52 per cent of its homes owned free of incumbrances. Detroit, with a percentage of 38.9, and Chicago, with a percentage of 36.3, are the nearest competitors. The fact that less than half of the city's homes are incumbered affords sound assurance of healthy progress and judicious utilization of assets to obtain additional credit for further development.

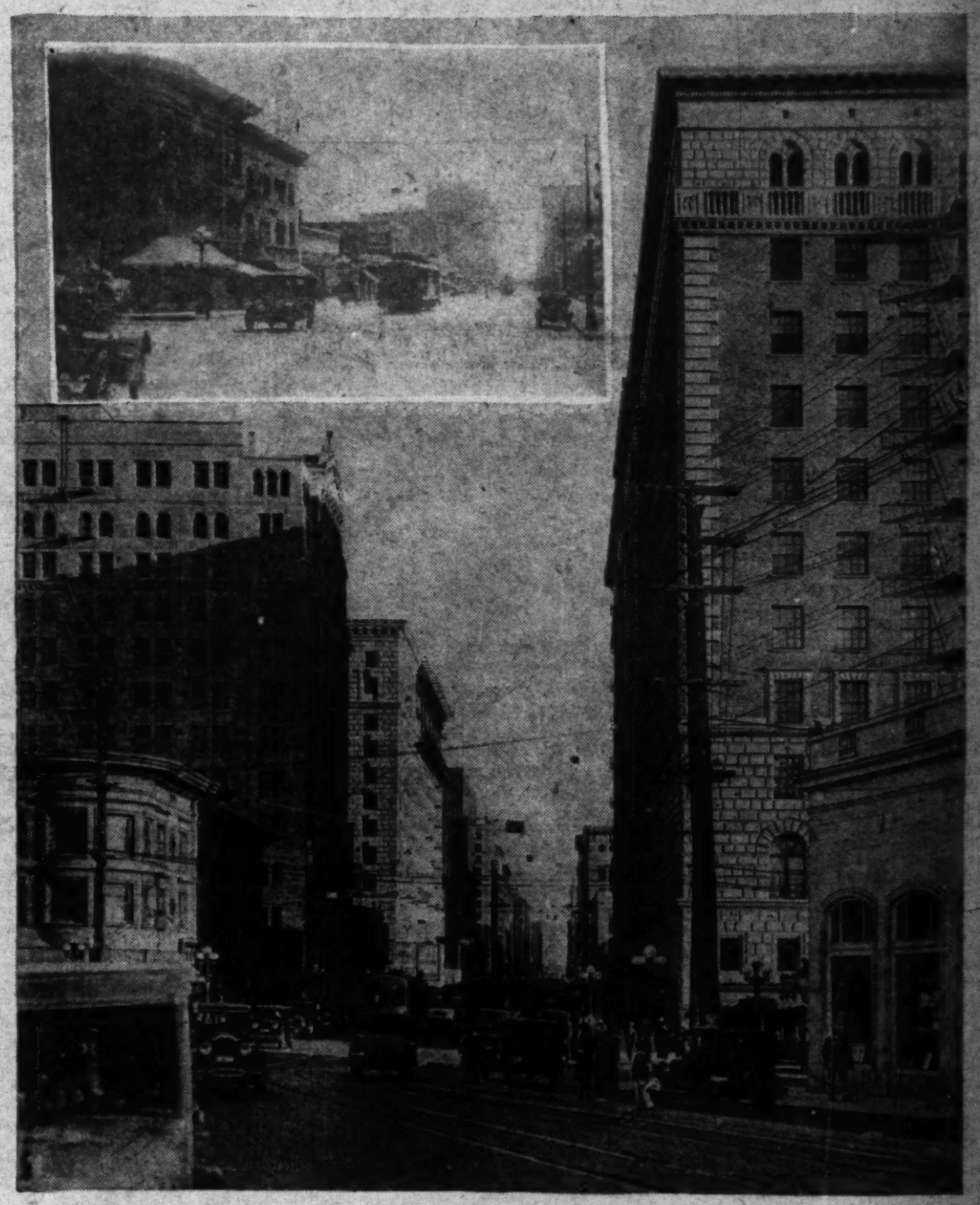
## *More Palatial Residences*

One of the dominant characteristics of home building in Los Angeles during the past year has been the increase in the construction of residences ranging between $50,000 and $250,000 in cost. That fact is evidence of signal import. Men who build residences for which the cost is tabulated in five and six figures are men of money. The construction of their homes in any locality presages the construction of smaller ones, for where they locate money locates with them. Their money turns factory wheels, which means work for more home builders.

The influence of climate, topography and wealth has contributed to the development of a distinctive Southern California architecture, in some cases an effective combination of Old World types.

Of the construction expenditures last year $18,634,251 was put into apartment-house building. The era of speculative apartment construction in Los Angeles passed long ago, to be replaced with high-quality building designed for the specific purposes of immediate use and occupancy. The average cost of apartment structures this year is about 36 per cent higher than the relative cost in 1925 and approximately 72 per cent higher than the average cost of like buildings in 1924. These percentages are based on figures compiled by the city building department. Setting newer and higher standards of beauty and elegance a number of apartments, ranging in cost from $1,500,000 to $3,500,000, are now in various stages of completion.



*The building progress in Los Angeles is here shown by two successive photographs from the corner of Seventh and Figueroa streets. The department store at the right and the two office buildings on the left were built this past year. The small picture above was taken in 1917.*

## *Public Buildings*

A new impetus has been given to the construction of club buildings by the popularity of beach clubs, which are dotting the southern coast line from north of Santa Monica to Huntington Beach on the south, and which range in cost from $500,000 to $2,500,000. Churches, hospitals, schools and library buildings have been added to meet the demands of a growing population. New school buildings and equipment costing approximately $16,000,000 have been installed during the past year and the public library, now completing a branch building program involving $500,000, has expended about $3,500,000 during the year.

Building, of course, grows as a city improves. According to an early estimate of the year's development, municipal, county and public utility improvements have been completed that represent a total valuation of approximately $231,005,509. Of this development $59,700,567 represents city expenditures, classified to include the cost of the new City Hall, now building, street improvements, fire, police, school and library department expenditures and harbor work costing $3,600,000. County expenditures total $6,559,000, of which $2,325,000 was spent on a new Hall of Justice building, $3,000,000 on flood control work and the balance on the county farm, hospital and patriotic hall. Private corporations, listed as public utilities, are accredited with expending more than $54,745,942, while the motion-picture studios of Hollywood have added approximately $10,000,000 to Los Angeles' total.

## Building Products

With the greatest building expenditure on the Coast, Los Angeles supports a variety of industries necessary to the building trade. Seventy-five mills in the district employing 4000 workers are kept busy turning out lumber and sash and doors to architects' specifications. The great increase in the use of cement in domestic and business construction has brought about a daily output of 29,200 barrels from five big plants in the district, representing an investment of $24,000,000. The production of granite, marble, sand and crushed rock in the district is a $20,000,000 industry, with more than forty plants employing 1800 people drawing in pay checks $3,000,000 annually. Twenty large factories are turning out clay products, such as vitrified stone, tile, crocks, jugs, etc. and sixteen plants are engaged in the manufacture of paints and varnishes.

## Glass

Fifty thousand tons of sand a year is shipped from Belgium for the use of Southern California glass factories. A large factory devoted to technical glass, one of the largest and most modern plate-glass factories in the country and several factories supplying the need of local bottling firms for [illegible] containers annually are now located in Southern California.

Some idea of the capacity of one plate-glass factory is given by the fact that in twenty-four hours it can turn out four and four-fifths miles of plate glass four feet wide. A day's output would cover one and three-fourths acres of land. A molten lake of glass 2600 feet square and four feet deep and containing 1200 tons is kept white hot night and day.

## Los Angeles Building at a Glance

Building for 1926 in Los Angeles will reach an estimated total of.....
Estimated number of dwellings.....
Estimated value of dwellings.....
Estimated number of apartment-houses.....
Estimated value of apartment-houses.....
Estimated per capita expenditure for building here, based on a permanent population of 1,200,000.....

As compared with the largest Coast cities Los Angeles stands first in volume of building for 1926. The relative standings are as follows: (1) Los Angeles, (2) San Francisco, (3) Seattle, (4) Portland, (5) Oakland.



# And



*By Earle E*

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## *Great Potent*

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The Pacific Slope is buy
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# Growth—



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Fifty thousand tons of sand a
year is shipped from Belgium
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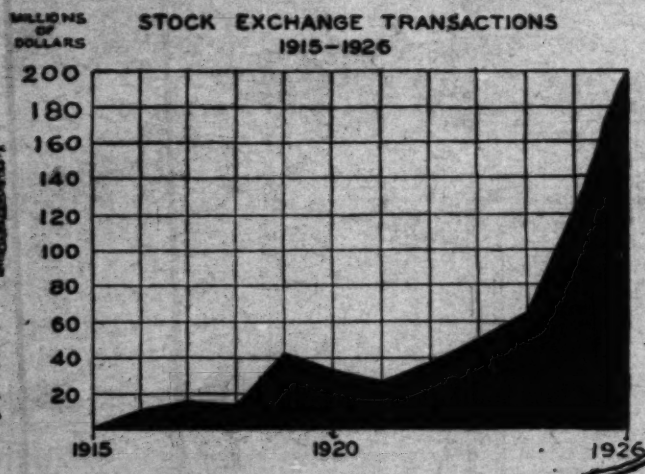
## os Angeles Building at a Glance

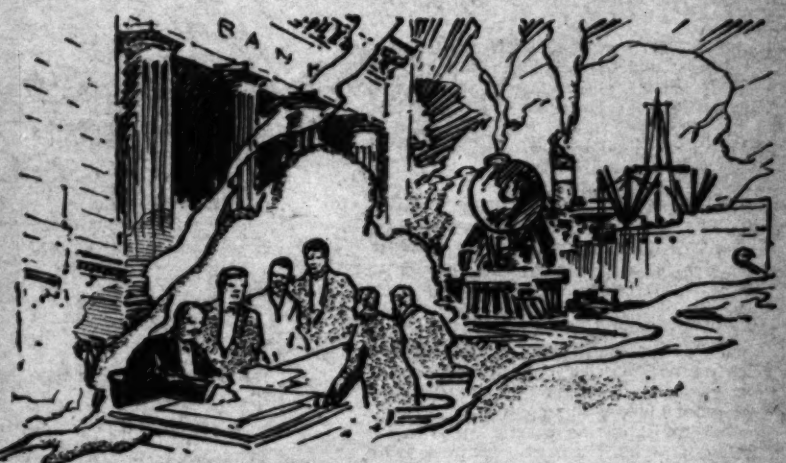
r 1926 in Los Angeles will
an estimated total of.....$126,123,647
d number of dwellings..... 11,242
d value of dwellings..... $44,981,760
d number of apartment-
..... 470
d value of apartment-houses $16,894,251
d per capita expenditure for
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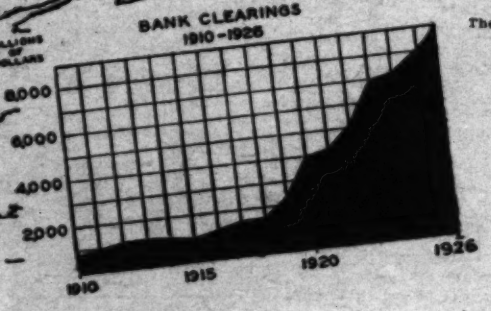
# And Business Prospers with Sound Finance—








The 1926 figures in the above charts were estimated from the December 1 total.

*By Earle E. Crowe*

WRITING in his "Wealth of Nations," Adam Smith traced the rise of nations through three phases: first, the agricultural; second, the industrial, and third, foreign commerce. Apply this yardstick to the Pacific Coast of the United States, an economic empire of its own, and what do we find? The 35,000,000 acres of the eleven Pacific States produced in 1925 an average return per acre of $11.51 more than that of the average acre in the remainder of the United States. The manufacturing output of the three Coastal States alone was valued at $4,400,000,000 in 1925. New construction on the Pacific has increased steadily, California ranking third in the nation for the year ended June 30, 1926. Agricultural and industrial development has reached the point where overseas markets are necessary for the absorption of the surplus produced by the eleven Western States. The Pacific Empire is now and has been for some time facing toward the west, not the east.

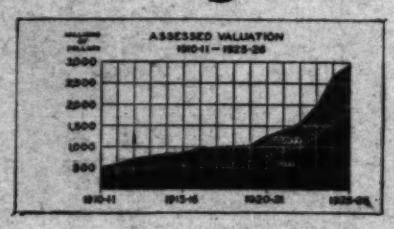
## *Great Potentialities*

The interchange of goods has already reached important proportions, as the figures on foreign trade attest. In the potentialities, however, is where the real interest resides. On one side of the great water highway, the vigorous Pacific States possess a population highly desirable as a market for the goods of China, Japan, the Philippines, Hawaiian Islands, the west coasts of Mexico and South America. It is a growing population, now amounting to more than 10,000,000 for the three Coastal States alone. And it is a population with the highest per capita wealth in the United States, averaging in 1922 the sum of $3628 for the eleven Pacific States, as compared to the national average of $2840.

The Pacific Slope is buying an increasing amount of goods from its Pacific neighbors. The Pacific ports in Washington, Oregon and California reported imports for the first quarter of 1926 of $146,101,748, compared with $128,670,510 in the corresponding period of 1925. The share of the Pacific States in the total value of the United States imports was 21.7 per cent.

While all countries on the Pacific are now developing as fast as the western part of the United States, the development is slow. American capital, representing surplus from Coast cities, is assisting in the exploitation of trans-Pacific resources, and the surplus for export is slowly accumulating. Goods essential on this side exist in these countries in large quantities.

For example, China, the vast, unexploited area of more than 4,000,000 square miles, is rich in coal, iron, copper, tin and antimony. China's coal reserve is estimated at 1,097,000,000,000 tons, as compared with 1,361,000,000,000 for the United States. Only about 19,000,000 tons are produced annually. The iron deposits near Hankow are considered among the richest in the world, the total reserves running around 35,000,000 tons. The Yunnan deposits of copper are also reputed among the richest in the world. Tin is the chief mineral export and amounts to




about 10,000 tons annually. Approximately 26,000 tons of antimony are produced each year.

In the Philippine Islands about 14,000,000 acres of land are available for agricultural purposes, of which only about three-fifths have been cultivated. The number of board feet of merchantable timber standing is valued at $486,844,000,000. Under proper direction and with adequate capital, these islands can greatly increase their exports of tobacco, sugar, hemp, corn and rubber.

In the Hawaiian Islands the area of farm lands is approximately 2,700,000 acres, of which only approximately 500,000 are improved. Sugar, pineapples, rice, coffee and bananas are the chief products.

## *Exports Increase 13%*

Unquestionably the great Pacific waterway is bordered by lands fabulously rich in raw materials. The merchantmen who sailed the seven seas several generations ago, the whalers and the fur traders, were the first to realize this fact, and carried back fanciful tales that few believed. Even today it is difficult to tell the story convincingly, for business people are much more interested in markets, in places where they can sell goods.

The current figures of foreign exports from the Pacific Slope of the United States can only tell an unfinished story. They show that, in the first quarter of 1926, exports of the six Pacific customs districts increased 13 per cent over the values for the first quarter of 1925, totaling $110,720,605. This amount was nearly 10 per cent of the value of the total export trade of the United States. Certainly, this is not a performance to discount, but it is insignificant when one visualizes what lies ahead.

Markets are computed in terms of population and purchasing power. In China the greatest unexploited market in the world lies on the other side of the Pacific, waiting for the advent of the economic cycle that will usher in to this nation a full participation in the commerce between the Pacific countries. China has a population of 436,000,000, all potential buyers of goods produced in the eleven Western States on this side of the Pacific.

## *Leading Commodities*

Los Angeles Harbor is the greatest exporter in the world of petroleum and sardines. California raisins and dried fruits, exported through San Francisco and Los Angeles, are sold in the principal markets on the globe, the quantity of raisins increasing from 6,616,837 pounds in the first quarter of 1925 to 16,554,155 pounds in the first quarter of 1926. Britain is a large buyer of borax from Death Valley, shipped through Los Angeles. In 1925 about 17,000 tons were shipped, about 5000 tons going to British ports.

Washington, exporting through Seattle, concentrates on lumber, fruits, grains and fish. In 1925 Washington maintained its rank as the leading State in the production and shipment of lumber. Washington furnishes more shingles for export than any other similar area in the world. The State, along with Oregon, Idaho, California and Colorado, produces about 41 per cent of all the apples in the United States. More than 70 per cent of the salmon pack last year came from the fisheries of Alaska and the States along the Pacific Coast.

Naturally, the rise of large cities on the Pacific Slope is a development that parallels the transition of the Pacific empire from the intermediate to the last phase in the progress of opulence. Interchange of goods between the countries fronting on the Pacific has stimulated the growth of cities strategically located, having adequate harbor facilities, and, above all, rich and diversified resources in the hinterland.

## *Los Angeles Supremacy*

Los Angeles is the largest. How the city of Los Angeles figures in the water commerce that has arisen on the Pacific at an amazing rate is suggested by the ranking of the port with the other large water gateways in the United States. On the basis of preliminary estimates for the twelve months of 1926, Los Angeles Harbor will again take second place among American seaports in the total amount of ocean commerce.

Financially, Los Angeles grows stronger year by year. Bank deposits register substantial increases annually, and now are well above a billion dollars. Clearings, measuring the rate of commercial activity, will more than likely approximate $9,000,000,000 this year, or a gain of 11 per cent over 1925, a new high record. In Los Angeles are located the headquarters of some of the largest branch banks in the United States, including the Pacific-Southwest Trust and Savings, Security Trust and Savings, California Bank, Merchants' National Trust and Savings and Citizens' Trust and Savings. Southern California headquarters of the powerful Bank of Italy system, largest branch bank in the country, are located in Los Angeles.

Probably very few cities in the United States can show a per capita investment surplus to equal Los Angeles. Underwriting syndicates regard the Los Angeles bond market as one of the strongest in the country, and issues as large as $15,000,000 are now distributed on the Coast without the help of outside syndicates. The availability of such large amounts of money and credits for purposes of investment and speculation readily attest the ability of Los Angeles and the Pacific Coast to finance the ordinary requirements of agriculture, commerce and foreign trade.

The status of speculation is boldly traced by the sharp rise in business of the Los Angeles Stock Exchange, one of the largest of the minor stock exchanges in the United States. Business for 1926, according to preliminary figures, will set new high marks in volume of business and in valuation. The volume should run about 45,000,000 shares, compared with 36,230,111 for 1925, and the valuation should increase about 63 per cent to $200,000,000.

# *The Pan-Pacific Conference*

THE Pan-Pacific Commercial Conference, originated to promote foreign trade expansion on the Pacific and general happy relations between all the peoples along its shores, will be held in Los Angeles in August, 1928.

Sponsored by the Pan-American Union, internationally representative and broad in purposes and personnel, this congress of countless interests is looked forward to as a prime factor in hastening the inevitable day when the traffic of the Pacific shall become the greatest on the globe.

Leaders in trade and captains of the many allied agencies that make for trade will come to this gathering from every Pacific land, far and near, to exchange views, discuss the innumerable angles of comprehensive business intercourse, to take up the problems of nations and groups, and to consider difficulties affecting the endeavor as a whole. Unlimited new merchandising opportunities, clearer understanding and better feeling in future dealings are among the anticipated results.

The rapidly awakening Orient, the dynamic Occident of such magnificent achievement, the Latin Americans—all the countries figuring in the Near West and Far East march of a mightier civilization—will participate in the conference. China, Japan, Korea, every nation on the Asiatic Coast, the Philippines, the Hawaiian Islands, South and Central America and Mexico, keenly interested in the trade stimulus and other benefits to be derived, are arranging to send strong delegations.

# Palm Springs

## "Our Araby"



The Dining Room



The Lobby






Palm Canyon—The Scenic Cream of "Our Araby"



Intake of Chino Canyon Where the water is developed by the Palm Valley Water Company for domestic usage

INDEED is the great California desert the cradle of romance and adventure—a mysterious land of silence and creeping dunes where towering mountains keep eternal vigil over a sea of sage and sand. Beyond the question of doubt one of the most interesting places in all Southern California is Palm Springs, an oasis on the western rim of California's ending of the great Colorado Desert. Its situation and surroundings are perhaps best described by J. Smeaton Chase in his "Our Araby." Among other things he writes:

"Mount San Jacinto stands isolated and conspicuous, like another Shasta, at the southern end of the great Sierra which forms the backbone of California. To south and west the great mountain faces a land diversified with hill and valley, farm and cattle range, stretching to the Mexican line and the Pacific; to north and east it looks steeply down upon a strange sun-bleached land, the pale, mysterious desert. From its topmost crags, garnished with storm-wrenched pines, to the grey levels where palm fronds quiver under the sun there is a fall of over two miles of altitude within an air-line distance three miles greater; from which it may be gathered (as is indeed the fact) that this desert face of San Jacinto offers to the view a mountain wall unparalleled for its conjunction of height and verticality—in effect, a vast precipice of ten thousand feet."

Thus it is Palm Springs, which is truly a village unique, lies right at the eastern foot of Mount San Jacinto, where the red-rock slabs rise sharply from the gray desert floor. Little wonder that poets refer to it as "The Child of the Mountain," because truth to tell, it lives in the mountain's protection and is nourished out of its veins.

Two streams of water break from San Jacinto and San Gorgonio's hearts—the purest of mountain water—which makes possible the village of Palm Springs. Nature has been assisted by man, and two splendid water systems have been furnished, one for domestic usage and the other for irrigation purposes.

Palm Springs lies at an elevation of 452 feet above sea-level, well towards the foot of the long gradient which runs, smooth as a waterline for mile on mile, from the summit of San Gorgonio Pass—the gateway and dividing point between California Green and California Gray—down to the great depression, the Salton Sea, below sea level. Here is the source of the earliest of California figs, grapes, melons, and asparagus, and perhaps more especially the American-grown date, than which admittedly there is no better grown date anywhere in the world.

In Palm Springs, one's attention is at once attracted to two great hills of sand which rise in smooth, dome-like contour a few miles straight ahead, to the east. These dunes are fascinating and they are invariably stamped on the visitor's mind for all time. To the south, the view takes in four canyons, Tahquitz, Andreas, Murray and Palms, the last three being the scenic cream of "Our Araby," and notable for their remarkable display of the native California palm.

From time immemorial the Cahuilla tribe, widely scattered over Western America and perhaps better known to travelers as "Mission" Indians, have resided about the hot springs at Palm Springs, which gives the Indian village, or rancheria, the Spanish name of Agua Caliente, by which the reservation is still officially known. This reservation consists of some 36,000 acres.

Thousands of pioneers have slept under the stars beside Agua Caliente, enjoyed its waters and departed in [illegible] praises. Here in the early days was a Butterfield [illegible] Station on the old Overland trail from Albuquerque, [illegible] Mexico, to San Bernardino, California.

Palm Springs is far famed for its mild winter climate. The visiting season for the tourist is from October 1 to June 1. During that period the average rainfall is [illegible] three inches. Fogs are unknown and the village is so sheltered by Mount San Jacinto that it is practically immune from the generally dreaded winds and sandstorms which are so frequently encountered in the great desert spaces. This sheltering mountain which affords protection from severe winds attains an elevation at its highest point of 10,850 feet above sea level.

Some better idea of climatic conditions at Palm Springs can better be understood when weather data covering the ten seasons between October and May are quoted. These figures show the average temperature at noon to be [illegible] grees, the average night temperature, 45 degrees, with average humidity 28 and the rainfall at 3.22 inches. California humidity is dry, while eastern humidity is often intense.

Thus, it will be seen, Palm Springs is by no means a dry, sandy waste. After refreshing showers, as [illegible] assumed a fairer or more enchanting aspect. Wild [illegible] benas and divers colored flowers spangle the [illegible] the mesquite is resplendent in fresher green, [illegible] som and flourish and the air is perfumed with [illegible] fragrance.

At Palm Springs the sunsets are most [illegible] the ever-changing colors of the spectrum, the [illegible] skies at night as well as during the day, with the [illegible] and stars seemingly at distance almost within [illegible]

Terms of the Administration

Mesa Tract, Subdivided by A.[illegible], is one of the ideal [illegible] building [illegible] of Palm Springs

White Water Canyon—[illegible] developed by Prescott [illegible] irrigation purposes

[illegible] quietness; in a few words, [illegible] town.

Naturally there are plenty of [illegible] the desert. At Palm Springs, [illegible] form of amusement. Perh[illegible] of recreation are horseback ridi[illegible] informal dances and trips [illegible]

Palm Springs is unquestionably o[illegible] spots in the United States. It[illegible] with life-giving sunshine, make[illegible] every month in the year.

Palm Springs are accommoda[illegible] to none to be found anywhere[illegible] village nestling in the shelter [illegible] desert edge, is added fame broug[illegible] nationally and internationally [illegible] and most unique hotels the [illegible] dining-room, capable of [illegible] its restful and spacious lobby [illegible] verandas, all contained within its [illegible] guests are accommodated in three[illegible] cottages, scattered over the la[illegible] hotel grounds proper. Establ[illegible] by its present management, [illegible] on the bungalow plan. E[illegible] ed building. The various buil[illegible] rooms in size and visualized, th[illegible] some twenty-five acres. [illegible] such that the bungalows [illegible] regulation hotel and thus guests [illegible] and privacy at all times. [illegible] with bath and many of t[illegible]

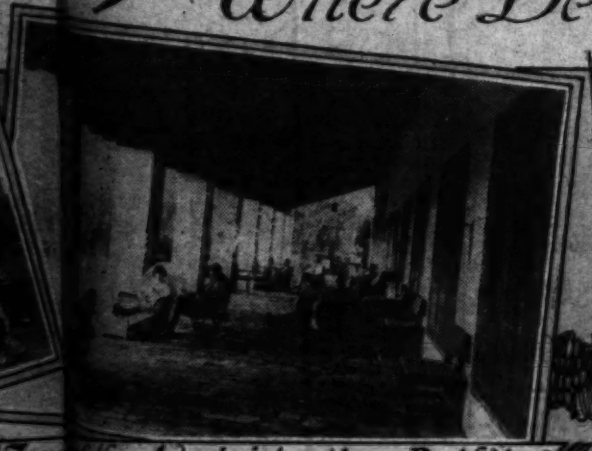
# ...Springs, California

## Where Desert and Mountains Meet





...The Lobby



...the Administration Building

Vistas of the Desert Inn



One of the three Guest Lodges



...Team of ... "Our Araby"



...Palm ... by A.F. ... building



Another Exclusive Residential Section is the Merita Vista Tract, Subdivided by A.F. Hicks and Warren B. Pinney, with Cree & Chaffey of Palm Springs as Selling Agents.



The Thomas A. O'Donnell home occupies one of the most commanding locations in the Village of Palm Springs



...le Water Canyon—where ...veloped by Prescott T. ...rrigation purposes.



...ua Tract, Subdivided ... is one of the ideal home ... of Palm Springs



Agua Caliente Bath House



In the heart of the Village of Palm Springs

...njoyed its waters and departed to sm... the early days was a Butterfield S... Overland trail from Albuquerque, N... Bernardino, California.

... is far famed for its mild winter clim... for the tourist is from October ... that period the average rainfall is ... ...s are unknown and the village is so ... San Jacinto that it is practically imm... ...y dreaded winds and sandstorms w... encountered in the great desert spa... ...mountain which affords protection ... ...ains an elevation at its highest point ...e sea level.

...dea of climatic conditions at Palm Sp... ...derstood when weather data compiled ...en October and May are quoted. T... ...verage temperature at noon to be 81 ... night temperature, 45 degrees, with ... 28 and the rainfall at 3.22 inches. ...s dry, while eastern humidity is al...

...be seen, Palm Springs is by no means ...e. After refreshing showers, no land ... or more enchanting aspect. Wild ... colored flowers spangle the entire v... ...esplendent in fresher green, bushes ... and the air is perfumed with life-g...

...ings the sunsets are most gorgeous ... colors of the spectrum, the transf... ...well as during the day, with the ...ly at distance almost within reach...

...inences; in a few words, Nature in her simplest ...

...ly there are plenty of ways of amusing oneself ...ert. At Palm Springs, one may enjoy every ...form of amusement. Perhaps the most popular ...creation are horseback riding, hiking, tennis, golf, ...formal dances and trips to various points of ...

... Springs is unquestionably one of the most health... ...in the United States. Its dry, invigorating cli... ...life-giving sunshine, make for ideal living con... ...ery month in the year.

...alm Springs are accommodations for the traveler ...ame to be found anywhere in the world. Also, ...ge, nestling in the shelter of the mountains on ...illage, is added fame brought through its Desert ...nally and internationally recognized as one of ...nd most unique hotels the world over. With its ...dining-room, capable of accommodation 300 ...restful and spacious lobby and lounge and its ...ches, all contained within its Administration build... ...are accommodated in three separate lodges and ...ages, scattered over the large acreage included ...l grounds proper. Established some seventeen ...by its present management, the entire project is ...on the bungalow plan. Every guest room is in ...building. The various buildings range from one ...ms in size and visualized, these bungalows spread ...some twenty-five acres. General arrangement ...such that the bungalows avoid all semblance ...ction hotel and thus guests are assured the ut... ...and privacy at all times. Every room or suite ...with bath and many of the larger bungalows have living rooms, sleeping porches and every convenience that the better-class home is provided with, in addition to regular bedrooms.

The Desert Inn is conducted entirely on the American plan and the rates are from $7.50 to $15.00 per day, per person, according to accommodations selected. Reservations should always be made as far in advance as possible during the season as this hostelry is easily one of the most popular in all California.

The Desert Inn is owned by Mrs. Nellie N. Coffman and her two sons, Owen E. Coffman and George B. Roberson.

Besides the Desert Inn, for the convenience of the traveling public and the visitor, there are several other modern hotels in Palm Springs with up-to-date appointments which will meet the pocketbooks of all.

Reference to the general map will give the reader a clear idea of the location of Palm Springs. The connecting rail point is ten miles distant at Palm Springs Station, California, on the Southern Pacific and Rock Island line between California and the East. Desert Inn auto stages meet all trains and the institution will dispatch private autos when requested to do so in advance of all train arrivals.

For those who desire to reach Palm Springs other than by train there is a daily auto stage service between the Pickwick Stage Depot in Los Angeles and the village.

To those who prefer to motor, there is a choice of routes from Los Angeles, one via Riverside, Moreno, Jack Rabbit Trail and Beaumont; the other via Redlands, Reservoir Canyon and Beaumont. Both routes are paved the entire distance. Motorists should leave the State Highway, turning south at Sign, 13 miles east of Banning, thence 10 miles by splendid road, directly into Palm Springs.

In connection with the Desert Inn, there is a splendid outdoor swimming pool which is deservedly popular with all the guests, and the children are well provided for with a fully-equipped playground.

Palm Springs is perhaps one of the most artistically arranged resorts of California. Little wonder then that here are to be found the homes of some of its wealthiest and most respected residents. But not alone do Californians winter here, but people of affairs from all over the world make annual pilgrimages to Palm Springs, for to those who are wedded to their ease and their autos, plenty of inviting resources are open in this wonderful, restful desert oasis. Magnificent residences are maintained by King C. Gillette, William Mead, R. P. Bishop, W. K. Kellogg, of corn flake fame, Mrs. Burge and others.

Here also is presented annually some legendary desert play, which attracts thousands of visitors. The place where the sixth annual play was given this year, was close to the entrance of a magnificent canyon, and immediately below the great cliffs of San Jacinto. The play rendered was Mary Austin's, "The Arrow-Maker." Mary Austin is the foremost dramatist and story teller of the desert. She has lived in it, knows it, and loves it. These desert plays annually are presented by Garnet Holme, under the auspices of the citizens of Palm Springs. Garnet Holme produces beautiful plays among the forests and mountains, in the old Missions and on the desert. He has received recognition from the National Park Service and has the appointment of Play Producer in the National Parks of the United States.

At Palm Springs his annual plays are staged as the sun sets over the desert sands.

# Advertisements—Business Announcements, Enterprises, Real Estate, Commerce

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature of and responsibility for which are shown in the notices themselves.]

## BIMINI BATHS

Operated under a permit of the California State Board of Health, which is one of the most particular branches functioning in the State's machinery, Bimini Baths is one of the outstanding and alluring attractions of Los Angeles. Here you will find four large white tile plunges, supplied with clear, soft mineral water, which comes from a spring 1750 feet underground, at a temperature of 104 degrees Fahrenheit. There is also an elaborately arranged outdoor plunge.

In one section of the building isolated from the plunges is the fully equipped medical department, which is under supervision of a physician. Here chronic and nervous disorders are treated. There is also a splendidly equipped Turkish bath department in connection with the institution.

Bimini Spring Water for table use is bottled only at the springs under perfect sanitary conditions.

The location of Bimini Baths is Third street and Vermont avenue. Any further information will be cheerfully furnished by Mr. J. J. Warrick, manager.

## VISITING MOTORISTS EXTENDED COURTESIES

Motorists from other states who enter California find themselves automatically classed as members of the Automobile Club of Southern California. Courtesies extended by this great motoring organization are of the most practical kind and are great aids to the comfort and pleasure of the automobile tourist.

A fleet of highway patrol cars traverse nearly 3000 miles of main highway daily. There are more than 200 emergency road service stations under contract with the organization, and 31 branch offices in population centers of Southern California providing free touring information, maps, hotel reservations and other services to motor tourists throughout the state.

Practically every service of the club is extended the motoring stranger. This means that when the tourist from outside of the state enters Southern California, this huge organization of 125,000 members, that for 26 years has been doing the ultimate in service for motorists, is at his command and its 1200 employees are working for his enjoyment while the hundreds of miles of boulevards are being toured.

Headquarters of the Automobile Club of Southern California are in its own building, corner of Figueroa and Adams streets, Los Angeles.

## SUNFLOWER POULTRY CO.

CATERING to the better hotels and a selected list of markets this institution, located at 917 Hemlock street, Los Angeles, under the management of George W. Baer, maintains a packing establishment featuring Sunflower and Wild Rose Brands of Poultry. Eastern broilers as good as the best and better than the rest have made this company one of the leading poultry packing plants in Southern California.

## THE MOST COMPLETE OIL MILL IN THE UNITED STATES

Cottonseed Meal Hot Press
Cottonseed Oil Hot Press
Cocoanut Meal Cold Press
Cocoanut Oil Cold Press

SOLVENT COTTONSEED MEAL
*for human consumption, also prepared for rabbits, chickens and baby beef.*
*NON-POISONOUS*

*Lacoco Brands*

**L. A. Cotton Oil Co.**
520 Metropolitan Bldg.
Tel. TRinity 4831
J. W. McDEAVITT, General Manager
LOS ANGELES, CALIFORNIA

## BRESEE BROTHERS

With every latest method for rendering service in connection with mortuary assistance, Bresee Brothers, undertakers, have been in business in Los Angeles continuously since 1892. Having the very best appointed facilities in all departments, patrons are assured perfect satisfaction at consistently moderate charges. Bresee Brothers is one of the oldest and best known firms of its character in Southern California.

The partnership includes Ernest H. Bresee, P. W. Bresee and M. A. Bresee. Chapel and parlors are at 355 South Figueroa street.

## PIERCE BROS. & COMPANY

This company illustrates how the modern mortician has kept abreast of the advancement of other service corporations. Realizing that the mortician of today is called for at a time requiring the very highest quality of service, together with the very finest sense of courtesy and consideration, Pierce Bros. & Company are prepared for every requirement in the institution's modern home in Washington Boulevard at Bonsallo.

Officers of the company are William H. Pierce, Fred E. Pierce, E. L. Blanchard and Charles S. Watkins. Each officer has been identified with the company for many years.

## DUPLEX-A-LITE



illumination is playing an important part in the architecture of Southern California. It provides soft, indirect light. The rays are diffused. There is no glare. Light is evenly distributed and eye strain is reduced to a minimum.

Among the Duplex-a-lite installations in Los Angeles are the Pacific Finance Building, Subway Terminal Building, Pacific Mutual Building, relighted. Contract recently awarded the new Mayfair Hotel.

*The* FORVE *Company Inc.*
818 South Figueroa
LOS ANGELES ESTABLISHED 1905
SOLE DISTRIBUTORS FOR SOUTHERN CALIFORNIA

"A TIRE HOUSE COMPLETE IN EVERY DETAIL"

## Wynn's Tire & Rubber Co.

Distributors
1355 South Flower Street, Los Angeles, Calif. Phones: WE. 3012. WE. 6957
THE STANDARD MAKES OF TIRES
HEADQUARTERS BALLOON TIRE REPAIRING
5910 Sunset Boulevard, Hollywood Phones: GR. 5005. HO. 8729.

## Have You Tried Everything Else?

*And Are Still Suffering?*

Then Try Our Herbs

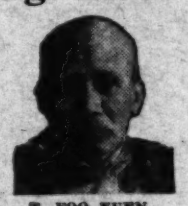
They Will Help You—
And Make You Happy

*35 Years in Los Angeles*

AMERICAN ATTENDANT
Free Consultation. Free Booklet.



T. HOW WING, Herbalist.



T. FOO YUEN, Herbalist.

## Foo & Wing Herb Company

951 South Olive Street Los Angeles, California

## Miley Petroleum Exploration Company

**Referring to the advertisement of the Miley Petroleum Exploration Company in Part 1, Page 20, of this issue of the Midwinter Number, where the permit issued by the State Corporation Commissioner is mentioned, the following statement was inadvertently omitted, "THE COMMISSIONER OF CORPORATIONS DOES NOT RECOMMEND OR ENDORSE THE PURCHASE OF THIS SECURITY."**

## Our Business Is Good

We will assist you in locating in or near Hollywood or endeavor to sell your property should you desire to sell.

*We Specialize Only*
*No General Listings*
*We Write All Kinds of Insurance and Bonds*

Hollywood Real Estate *and* Building Co.
MARK W. SHAW, President
7910 Melrose Ave.
Hollywood Phone WH. 1614

## SMITH BOOTH USHER CO.

CONSTRUCTION
ELECTRIC
GAS COMPRESSION
INDUSTRIAL
METAL WORKING
MINING
OIL FIELD
PUMPING
ROADMAKING
TRANSMISSION
WOOD WORKING

MACHINERY

PIPE - VALVES - SUPPLIES

SAN FRANCISCO
50 FREMONT STREET
SUTTER 952

LOS ANGELES
320 CENTRAL AVENUE
TRinity 6911

## WOODWARD-BENNETT COMPANY

*Packers and Wholesalers of Meats and Live Stock*

We Buy Slaughter and Sell Only the Best Grades of Cattle, Sheep and Hogs.

Abbatoir and Stock Yards
VERNON AVE. and SANTA FE RAILROAD

TRinity 2034

## ARONSON-GALE INSURANCE AGENCY

*GENERAL INSURANCE*

ROOM 505
HERMAN W. HELLMAN BLDG.,
LOS ANGELES

## *Some Recent Los Angeles Installations of Modern Elevators by this Company—*

Subway Terminal Building—Board of Trade Building
Pacific National Bank Building—Hellman Bank Building
Jonathan Club Building—Roosevelt Hotel
Chamber of Commerce Building—Quinby Building
L. A. Investment Building—Union Auto Insurance Building
Textile Center Building—Garment Capitol Building

## Otis Elevator Company

*OFFICES IN ALL PRINCIPAL CITIES*



## Imp

(Continued from

Crude rubber is our import. It comes chiefly Settlements and the Dut the same region that co our chief markets for o oil well machinery and Our purchases of crude far exceed our total exp of the world. In the twel June 30 last we importe 000 worth of rubber from tlements, considerably m 000 worth from Java, and from Ceylon and Sumatra.

A little more than half pounds of green coffee im Angeles last year came fr temala and Colombia e more than 2,000,000 poun dor and Mexico each con than 1,000,000 pounds, and Costa Rica lesser amounts.

### *Steel from Eu*

In the last year we h approximately $2,700,000 and steel products, princip tubes from Germany, Fr gium, but also a considera structural steel, and pig iro

Another item entering l building industry is plate we have imported more worth in the last year, ch gium and Germany, with l from Czecho-Slovakia, Franc

Hardwoods for furniture finish of the many fine h Los Angeles and surround in great demand. The So approximately $800,000 wo woods last year, most of it pine mahogany, which ca value of $625,000. Japan a also contributed considera mahogany coming in from th try. We also purchased ha Siam, from Central Americ and from Mexico.

### *Bringing in New*

Although a large amount print paper used by the ne the Southwest comes from Oregon and Washington, th important import commodity age and value. From Canad year our newspapers importe $1,100,000 worth of newspri $150,000 to $200,000 worth ea way and Sweden, with sm from Finland.

A peculiar showing of imp er, 1926 is the fact that Ar the Southwest $170,000 worth let our linseed oil practical from Holland. We paid t nearly $200,000 for linseed c other hand, linseed meal for nearly all came from Japan. Another vegetable oil comm portance is cocoanut oil, w principally from the Philippi and for which we paid $1,600,0 Copra cake and meal from ource also amounted to a q million, while more than $10 of copra itself was brought i Straits Settlements for press



The Austin
ENGIN
777 East Washington St

# Imports and Exports

*(Continued from Page 13)*

Crude rubber is our largest item of import. It comes chiefly from the Straits Settlements and the Dutch East Indies—the same region that comprises some of our chief markets for canned sardines, oil well machinery and old newspapers. Our purchases of crude rubber, however, far exceed our total exports to that part of the world. In the twelve months ended June 30 last we imported nearly $12,000,000 worth of rubber from the Straits Settlements, considerably more than $2,300,000 worth from Java, and lesser amounts from Ceylon and Sumatra.

A little more than half of the 16,600,000 pounds of green coffee imported into Los Angeles last year came from Brazil. Guatemala and Colombia each contributed more than 2,000,000 pounds; Java, Salvador and Mexico each considerably more than 1,000,000 pounds, and Nicaragua and Costa Rica lesser amounts.

## *Steel from Europe*

In the last year we have brought in approximately $2,700,000 worth of iron and steel products, principally pipes and tubes from Germany, France and Belgium, but also a considerable amount of structural steel, and pig iron, from India.

Another item entering largely into our building industry is plate glass, of which we have imported more than $700,000 worth in the last year, chiefly from Belgium and Germany, with lesser amounts from Czecho-Slovakia, France and Holland.

Hardwoods for furniture and interior finish of the many fine homes built in Los Angeles and surrounding cities are in great demand. The Southwest used approximately $800,000 worth of hardwoods last year, most of it being Philippine mahogany, which came in to the value of $625,000. Japan and Guatemala also contributed considerable amounts, mahogany coming in from the latter country. We also purchased hardwoods from Honduras, from Central American countries and from Mexico.

## *Bringing in Newsprint*

Although a large amount of the newsprint paper used by the newspapers of the Southwest comes from the mills of Oregon and Washington, this item is an important import commodity both in tonnage and value. From Canada in the last year our newspapers imported more than $3,000,000 worth of newsprint, and from $1,000,000 to $200,000 worth each from Norway and Sweden, with small amounts from Finland.

A peculiar showing of import business for 1926 is the fact that Argentina sold the Southwest $170,000 worth of linseed, while our linseed oil practically all came from Holland. We paid that country nearly $200,000 for linseed oil. On the other hand, linseed meal for stock food almost all came from Japan.

Another vegetable oil commodity of importance is cocoanut oil, which comes principally from the Philippine Islands, for which we paid $1,600,000 last year. Copra cake and meal from the same source also amounted to a quarter of a million, while more than $100,000 worth of copra itself was brought in from the Straits Settlements for pressing in our mills.

Soya bean oil from Kwantung province was brought in to the extent of nearly $200,000, and also soya bean meal from Kwantung and Japan to the extent of $80,000.

Creosote oil came in from Holland to the extent of $600,000, and olive oil to the value of nearly a quarter of a million from Italy, with lesser amounts from Spain and France.

## *Trading Clay and Tiles*

A peculiar fact in our pottery industry is that we brought in $30,000 worth of clay from England, but at the same time England purchased a considerable quantity of Southern California clay for use in its potteries.

The same peculiarity is noticeable with reference to tiles. Los Angeles exports tiles in considerable quantities, but we also imported more than $175,000 worth in the last year, this commodity coming principally from Germany, England, Holland, Mexico, Italy and Spain.

Other commodities entering largely into the industrial life of Southern California are marble from Italy, pyretheum flowers from Japan for making insect powder, kapoc from Java for mattresses, pepper from Java for making spices, raw gypsum from Mexico, whale oil from Mexican waters, ferro-manganese from Norway, hemp from the Philippine Islands, cork from Portugal and Spain, cocoa beans in large quantities from Brazil, Ecuador and England—those from the latter country, however, originating on the Gold Coast of Africa—shellac from India for the paint industry, tea from China, Japan and Ceylon, chemicals from Germany and Czecho-Slovakia, egg products to the extent of more than $130,000 worth from China, approximately $150,000 worth of peanuts from China for the bakery and confectionery industries, gum copal and wax from the Dutch East Indies, besides large numbers of lesser commodities.

In fruits nearly $300,000 worth of bananas were brought in from Panama and Guatemala, and nearly $75,000 worth of dates came in from England and Mesopotamia.

Lime juice to the value of nearly $75,000 was brought in from the British West Indies, Canada, the Dutch East Indies and South Africa.

## *Out of the Orient*

Other imported products of importance include desiccated cocoanut from the Philippine Islands and Ceylon, canary seed from Argentina and Turkey, burlap from India, rags for the paper industry from Belgium and Japan, shorts and bran from Canada, tallow from China, carpets and rugs from the Orient and also from Scotland and Germany, grass furniture from Hongkong, which is made there in a Los Angeles-owned factory, bulbs from Holland, rope from the Philippine Islands, large quantities of chinaware and earthenware from England, Japan, Italy, France and Germany, and cheese from Switzerland, Italy and France.

All of this commerce, both domestic and foreign, is carried by more than 150 different steamship lines which make Los Angeles a port of call and running to practically every part of the world.


THE MOST COMPLETE
OIL MILL
IN THE UNITED STATES

Cottonseed Meal Hot Press
Cottonseed Oil Hot Press
Coconnut Meal Cold Press
Coconnut Oil Cold Press

SOLVENT COTTONSEED MEAL
for human consumption, also prepared for rabbits, chickens and baby beef.
NON-POISONOUS

Lacoco Brands

L. A. Cotton Oil Co.
520 Metropolitan Bldg.
Tel. TRinity 4831
J. W. McDEAVITT, General Manager
LOS ANGELES, CALIFORNIA

A-LITE

is playing an important part in ure of Southern California. It , indirect light. The rays are ere is no glare. Light is evenly nd eye strain is reduced to a

Duplex-a-lite installations in Los the Pacific Finance Building, minal Building, Pacific Mutual ghted. Contract recently awarded e new Mayfair Hotel.

VE Company Inc.
outh Figueroa
ANGELES ESTABLISHED 1903
TORS FOR SOUTHERN CALIFORNIA

Our Business Is Good

We will assist you in locating in or near Hollywood or endeavor to sell your property should you desire to sell.

*We Specialize Only*
*No General Listings*
*We Write All Kinds of Insurance and Bonds.*

Hollywood Real Estate and Building Co.
MARK W. SHAW, President
7910 Melrose Ave.
Hollywood Phone WH. 161

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ompany—
Board of Trade Building
ing—Hellman Bank Building
osevelt Hotel
ing—Quinby Building
Union Auto Insurance Building
rment Capitol Building

Company
INCIPAL CITIES

These Five Flower Packets for 10c

New 1927 Planting Guide Free!

Mail coupon today. This remarkable offer made for a limited time only.

THESE five seeds are specially selected and grown in our trial gardens. Thus, you may plant them and know they are of the most beautiful varieties grown.

The new illustrated planting guide sent free, gives expert advice on how, where, and when to plant all varieties of trees, shrubs, seeds, bulbs and roses—other valuable information, too.

Before you turn this page, fill in the coupon. Then mail to us today with a dime attached. We'll send you these five trial packets of California Flowers and big planting guide, postpaid, immediately.




GERMAIN'S
SIXTH AND MAIN • LOS ANGELES
Growers of Seeds, Plants, Bulbs and Horticultural Specialties Since 1871

GERMAIN'S,
6th and Main Sts.,
Los Angeles
Enclosed find ten cents for 5 packets of tested flower seeds and your new 1927 planting guide.
Name .....
Address ..... Dept. 201



The Austin Company of California
ENGINEERS BUILDERS
177 East Washington St. Los Angeles



The Greater Los Angeles Power is Building

One of the dominant factors in giving to Los Angeles world-wide attention for industrial growth and economic prosperity is a schedule of power rates lower than in any competitive city in the United States.

These rates were established for the purpose of encouraging industry to take advantage of the strategic position of Los Angeles as the population and distribution center of the Pacific Coast. Consequently, industry comes and prospers.

The Bureau of Power and Light is operated for the benefit of 1,300,000 citizen-owners and offers lower rates than in any competitive city in the United States.

*If your plant engineer will give a substantial description of your contemplated power needs—the Bureau of Power and Light will send you an individual report showing the enormous savings you can effect.*

BUREAU of POWER and LIGHT
Operating the Electric Power System for the City of Los Angeles

December 28, 1926.]

# INDIO

## THE HUB CITY of COACHELLA VALLEY




COMMANDING indeed is the position of Indio, Riverside county's Hub City of California's world famous Coachella Valley. This city is noted among other things for being the home of the American date. Date palms are the very oldest cultivated plants known to man. The oldest art, literature and traditions that have ever been studied reveal frequent references to the date palm—the true friend of mankind. Here in Indio and the Indio District the advent of the date palm, which perhaps is an old story, has taken on an entirely new life. The record of the date palm in the Indio District from the time of its advent into the United States is indeed a veritable romance in agriculture.

Briefly, in the Indio District, palms representing over 200 varieties of foreign dates have been fully tested by the United States Government. Old world experience of thousands of years was combined with modern skill and scientific knowledge, and today the superior quality of the Indio American grown date makes it possible to compete with the foreign products although the latter are sometimes landed in New York at a price as low as the cost of picking in the Indio District.

The date industry in the Indio District is now firmly established and this year this district alone produced approximately 700,000 pounds of the grand total for the entire Coachella Valley, which approximated 1,000,000 pounds. The amount will increase rapidly each succeeding year. In Indio several modern packing-houses are fully equipped to handle the product in a most sanitary and scientific manner.

In the Indio District profits to the date growers are very satisfactory, the distributors are enthusiastic and the consumer is lavish with praise. Here modern science and ingenuity have accomplished more in twenty years than the old world was able to afford the industry in twenty centuries. Indio and its wonderful district, within the next few decades bids fair to become the date center of the world, both from scientific knowledge and quality production.

In the Indio District, growers this year averaged net about 20c per pound, the selling price ranging from 50c to $1.00 per pound according to grading.

In the Indio District date palms are planted fifty to the acre and one good male palm supplies enough pollen for one acre of female palms, but five males is a safer proportion, as some bloom early and others late.

One female palm produces from six to twenty offshoots during the first ten years of its life, after which it ceases to bear offshoots and produces fruit more abundantly. Offshoots from male or female palms are always of same sex as parent palm and true to type.

Improved land in the Indio District is selling at from $250.00 to $500.00 per acre, depending on location.

Offshoots at this time are selling at from $10.00 to $25.00 each, when well rooted.

The United States Government maintains an experimental station close to the city of Indio, where agricultural tests are constantly being made, not alone with regard to dates, but also with cotton. In the Indio District the date palms, after eight years, produce an average of 150 pounds to the tree.

The city of Indio proper is a thriving, hustling, bustling place, brim full of community co-operative spirit. It is division headquarters of the Southern Pacific System and the splendid railway station, surrounded by a bower of cottonwood trees and palms, bespeaks the cordial welcome awaiting all visitors to its gate. Here also is a splendid club eating establishment and spacious rooms available to railroad employees and the general public. Here in Indio, the Southern Pacific System maintains emergency repair yards. With a present population of approximately 1500, railroad employees alone receive better than $30,000 monthly, which is one of the lesser annual payrolls.

Indio, like all other thrifty Southern California communities, does not depend entirely on rail transportation. It is blessed with its full share of paved highways, connecting it with every important point in the Pacific Southwest. From every direction splendid concrete roads enter and leave Indio. One splendid highway from Los Angeles to the Imperial Valley and Eastern points leads directly through the business arteries of Indio. Splendid service stations and garages abound, ready and abundantly able to care for the needs of the ever-increasing business, including stages, trucks and touring cars.

Indio, besides being the Hub City of Coachella Valley, is the largest city within its confines and it nestles in one of its best agricultural sections. Besides being surrounded by date gardens, the Indio District abounds with thrifty fields of grapefruit, onions, early grapes and cotton, to say nothing of other miscellaneous crops.

No better illustration of the splendid growth of Indio is needed than that reflected in its postoffice receipts. For this year, an increase is shown over the previous year of approximately 40 per cent.

Another important evidence of activity in Indio is furnished in this year's building development. During the past twelve months, building permits were issued, calling for a total expenditure of $384,500. Included among the more important buildings erected is the La Quinta Hotel, which is being erected in a plot containing some 1100 acres and which will provide every amusement for the tourist. When finally thrown open to the public, this hotel will be one of the finest resort institutions in Southern California. Other more important buildings erected during 1926 were a new public school, a new business block, a theatre, many handsome homes and numerous ranch dwellings.

During this year also Indio expended $30,000 in sewer improvements, for extension of its street paving plans. Indio is splendidly protected in case of fire and is provided with water mains and fire plugs.

For the convenience of the traveling public, Indio provides modern hotels, the equal of any in Southern California. Its recently completed New Indio hotel provides accommodations for 80 guests alone.

In the mercantile field, stores contain stocks that compare equally with those carried in all large cities.

Indio's schools are modern and complete from the lower grades up to the high school. Churches of all denominations are represented.

Climatically, Indio offers a winter sojourn to the tourist, unexcelled anywhere in the world. From September to June annually, the climate is exhilarating and makes one feel that the Indio District is the only place in the world in which to live happily.

Indio is extremely proud of its Woman's Club, which was organized in 1912. Incorporated under the laws of California, this club is a member of District, State and National Federations of Women's Clubs and its membership includes women from all parts of Coachella Valley. The club has its own commodious building in Indio.

The Exchange Club of Indio is the representative service club of the district, and numbers among its members the leading business and professional men, not alone of Indio proper, but its entire surrounding territory. The motto of the club is "Unity for Service." All matters pertaining to the good of the entire community are fostered by this club and anyone interested in Indio or its district will receive any and all further information desired, by communicating with the secretary of this club. A postal card request to Secretary, Exchange Club, Indio, California, will bring the desired information.

Indio, California, is 131 miles from Los Angeles by splendid auto road or railroad.

# The Home of the American Date

# ALLEY

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Valley. This city is noted
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an Date




## The FARMERS AND MERCHANTS NATIONAL BANK

OF LOS ANGELES

*has been in business in Los Angeles continuously since April, 1871.*

*It does a strictly commercial banking business.*

*New customers will receive at its hands the same courteous treatment extended its oldest customers.*

*The business of individuals, partnerships and corporations solicited.*

TOTAL RESOURCES — — $60,000,000


# A New Response—Pacific Indemnity Company

IN SEPTEMBER OF 1795, the English Merchantman, the Phoenix, Captain Moore, from Bombay, put into Santa Barbara for supplies. Among those who came ashore was Joseph O'Cain, a young sailor and shipmaster who evidently was of discerning sight and susceptible to beauty in its various forms, for he presented himself to the Commandante of Santa Barbara and asked permission to make the little settlement his home. This request, as is told by Eldridge in his "Beginnings of San Francisco," establishes O'Cain as the first foreigner who desired to settle in California.

Comparatively few from the outside world followed O'Cain's example until the lure of gold, in 1849. But then they came in flood—they came from a world of commerce and industry and the pastoral color of California began to fade; settlements formed and grew into towns and towns into cities; needs developed and were answered according to their urgency. A laundry was opened in San Francisco by two enterprising Chinese and soiled linens had no longer to be sent to Honolulu for cleaning—rooming houses, restaurants, newspapers and banks, one by one, the institutions which serve men's needs filled in toward self sufficiency.

The process never ends and the observer of this year, like those of years passed by, sees new needs evidenced and the responses made.

And in this line of progress a response was made in February of 1926 to a need unmistakable in the insurance and financial life of the Pacific Coast States. This great area produced ninety million dollars in premiums in Casualty, Surety and Automobile Insurance in the year 1925 and production of this volume dictated that these States should have a new stalwart company, native of this realm and qualified to take a place beside the leading companies of the nation.

It is known that Insurance Companies, due to the extensive funds in their care for investment, are sources of great financial support to the territory wherein lie their main activity and interest. Therefore it is of great importance to the Pacific Coast that its own strong institutions exist and develop.

This truth was recognized by dominant men in San Francisco and Los Angeles, who associated their efforts under the leadership of Lee A. Phillips in this accomplishment. Mr. Phillips' vitality is kept in mind by the many outstanding institutions in California that owe their beginning and development to this force and in the Pacific Indemnity Company, with its opening resources of three million dollars and steel framework of officers and stockholders chosen from dynamic leaders in Pacific Coast industrial, commercial and financial activity, the Pacific Coast has gained an institution truly representative. The company is under the presidency of Mr. Phillips. The Vice-Presidents are James Rolph, Jr., of San Francisco and O. Rey Rule of Los Angeles. Mr. Rolph whose Western spirit and devotion to public affairs are thoroughly known was one of the first to recognize the need for the Company and to work toward its organization. Mr. Rule's varied experience in insurance matters and organization has been a valuable asset to the Company. Preston Hotchkis of Los Angeles is Secretary and Treasurer of the Company and has the complete equipment required in his field.

Under conditions of modern life wealth is not hoarded; it is set to strenuous work. It is invested, without stint, in buildings and equipment which, in the activity surrounding them are subjected to injury and destruction. Work must continue, so injuries are to be repaired, and destroyed property replaced. There must be a guarantee of this rehabilitation and it is to the insurance companies that the modern world turns for this guarantee.

Protection must be had against loss from public liability, compensation for workmen, burglary, theft of automobiles and destruction by fire, or liability and property damage resulting from their use, also against breakage or plate glass, accidents from elevators, boilers and machinery; employees are to be bonded, likewise contractors, guardians and executors—such is the field of Pacific Indemnity Company's activity.

Year after year of experience shows that casualty insurance is furnished at approximately cost and that it is by their investing wisdom that the companies make a satisfactory return on their capital.

And this investment activity is one of the two great means by which the Pacific Indemnity Company serves the Pacific Coast Territory, the other of course being the variety of protection which has been outlined.

The Pacific Indemnity Company is equipped and prepared to furnish this protection; it has received its license for activity in the States of California, Washington, Oregon, Arizona, Nevada and Utah. Incorporated under the laws of California but a few months ago, it already has issued policies in its many lines representing premiums to a total of over $3,000,000.00. This is the response of the Pacific Coast to the Pacific Indemnity Company.

The fact that Pacific Indemnity Company's resources seek their investment in Pacific Coast enterprises and development is an obvious addition to the financial strength of the Pacific Coast States.

The Company has chosen Milton R. Johnson as its Manager, Mr. Johnson has been identified with Casualty Insurance on the Pacific Coast for sixteen years.

Floyd E. Brisbine was selected as Manager of the Surety and Fidelity Department of the Company, and he too has long been part of the insurance life of the West.

The Company made a fortunate selection in its General Agents, Messrs. Swett, Rolph & Crawford, whose facilities extend throughout the coast territory. Messrs. Swett, Rolph & Crawford maintain their principal offices in Los Angeles and San Francisco.

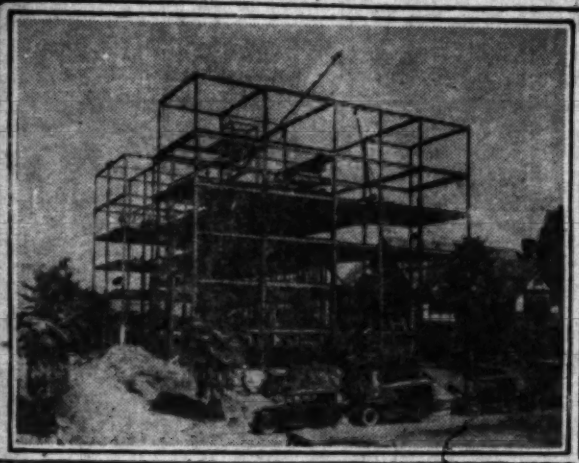
For prompt and efficient handling of losses, branch claim offices have been established at San Diego, El Centro, Santa Barbara, Fresno, Oakland, Sacramento, Portland, Oregon and Seattle, Washington, all these reporting to the principal offices at San Francisco and Los Angeles. The advantage to policy holders in this geographical distribution of claim offices is, of course, apparent.

Pacific Coast cities are well represented on the directorate. From San Francisco are directors, W. W. Crocker, Vice-President of Crocker First National Bank; Herbert Fleishacker, President of the Anglo and London Paris National Bank; Atholl McBean, President of Gladding-McBean Company, and W. B. Swett of Swett, Rolph and Crawford. From Seattle are directors, H. F. Alexander, President Pacific Steamship Company; and O. D. Fisher, President Fisher Flouring Mills. Portland, Oregon, is represented by director, Raymond B. Wilcox. From Tacoma, Washington, is director, S. A. Perkins, President Alaska-Mexico Transportation Company. Oakland is represented by Stuart S. Hawley, President of the Alameda Investment Company; Director F. W. Belcher, Jr. is from San Diego.

Directors from Los Angeles are Danford M. Baker, Vice-President of Pacific Mutual Life Insurance Company; John E. Barker, Vice-President First National Bank; Andrew M. Chaffey, President California Bank; George I. Cochran, President Pacific Mutual Life Insurance Company; C. H. Crawford, President of Swett, Rolph and Crawford; Ralph B. Hardacre, Vice-President Security Trust and Savings Bank; W. R. Hervey, Vice-President Pacific-Southwest Trust and Savings Bank; Willis G. Hunt, President Pioneer Paper Company; W. P. Jeffries, President W. P. Jeffries Company; Oscar Lawler, Attorney; John B. Miller, President Southern California Edison Company, and W. A. Morrison, M. D., Chief Surgeon of the Santa Fe Railroad.

In its stockholders, other than directors, the Company is represented in Phoenix, Arizona, San Diego, Los Angeles, Oakland, San Francisco, Sacramento, Portland, Oregon, Seattle, Washington, and in many cities interspersed.

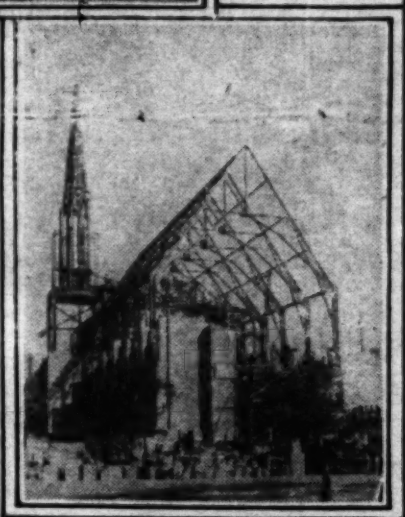
The present home of Pacific Indemnity Company is the New Pacific Finance Building on Hope Street in Los Angeles. It is probable that before many months have passed work will begin on a great new building to be known as the Pacific Indemnity Building, the Company's new home and a creditable addition to the skyline of Los Angeles.



SHERMAN APARTMENTS
THIRD STREET AT ALEXANDRIA
LOS ANGELES

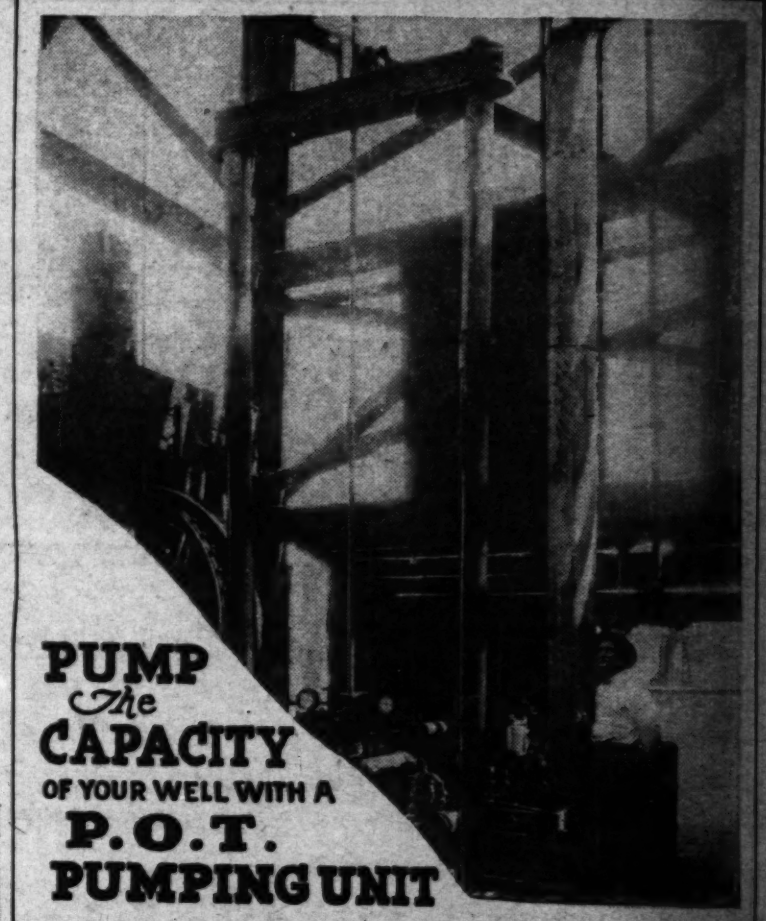
The Steel Frames for these Two Buildings Recently Completed by this Company

Steel Frame Buildings
Industrial Buildings Completed
Steel Tanks
Oil Refinery Equipment
Perforated Plates
and other Equipment
for
Rock and Gravel Plants.



ST. BRENDEN'S CHURCH
THIRD STREET AT VAN NESS, LOS ANGELES

**Pacific Iron & Steel Co.**
INCORPORATED
Los Angeles, Cal.



**PUMP The CAPACITY OF YOUR WELL WITH A P.O.T. PUMPING UNIT**

**PACIFIC OIL TOOL COMPANY**
EAST SEVENTH AND MATEO STREETS,
LOS ANGELES,
CALIFORNIA

# Fortunes are being made by buyers of California Land

"A PIECE of California is a piece of gold!" So says a nationally famous authority. Hitherto it has required a large sum to secure advantageously located property. Now, however, we are making it possible for anybody to obtain a well situated piece of land in Southern California at a marvelously low price and on terms that anyone can afford.

## Special New Year offer

**DESIRABLE BUILDING SITES $5. DOWN $1. per week**

(TOTAL PRICE ONLY $49.50)

These lots are in a subdivision having assets in excess of $1,000,000. Clear title, from responsible concern. Excellent location, close to a large and beautiful lake with clean, sandy beach and many other attractions. Only a short distance from a prosperous and rapidly growing city. Near palatial country clubs and famous resorts. Lots in the same subdivision are selling for as high as $1000. By saving salesmen's commissions and other expenses, we are able to make this phenomenal offer.

**Parents Attention!**
Buy one of these lots for your child. Within a few years, the increased value should take care of the child's education, or a good start in business or marriage. Do it now!

*To take advantage of this wonderful opportunity, you must act at once. Use the Coupon!*

**HILL REALTY COMPANY**
1105 West 7th Street, Los Angeles, Calif.

Please reserve a building site in your subdivision. I enclose $5.00 deposit and agree to pay $1.00 per week until full sum of $49.50 is paid, when I am to receive a clear title deed to the property.

Name .....

Address ..... City .....

# The standard of Music & Dancing for the past 20 YEARS



the man who made the penny famous




worlds two greatest bands

matinee and night

10 LESSONS 10 CLASSES DAILY
100,000 PUPILS TAUGHT DANCING

the dance palace with a world wide reputation

# SOLOMONS

penny dance de-luxe





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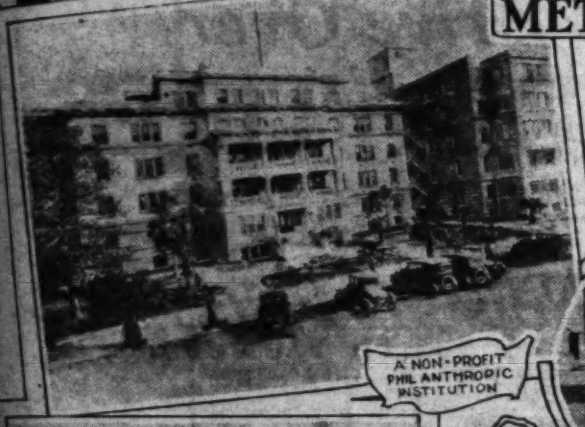
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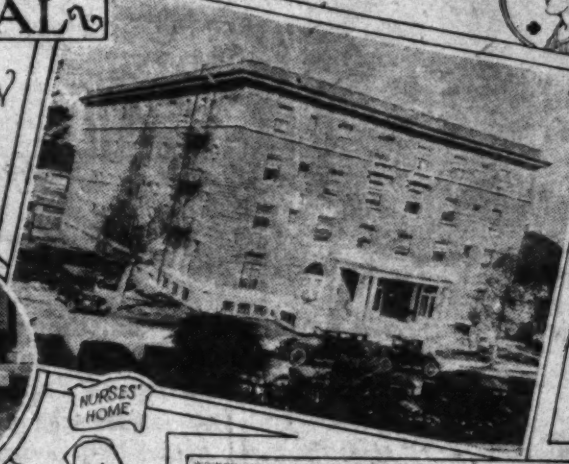
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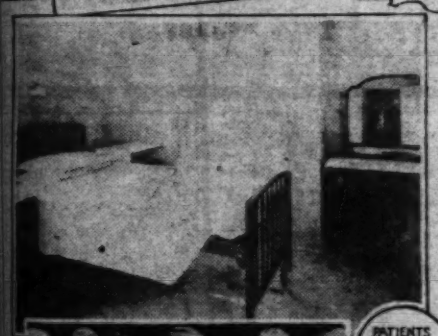


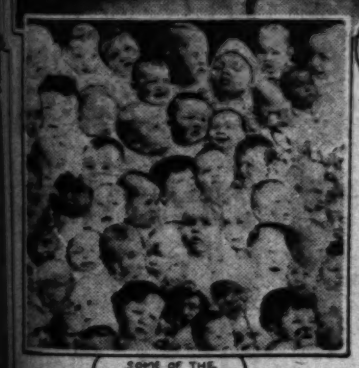

Southern California's
# METHODIST HOSPITAL
Under Auspices of
WOMAN'S HOME MISSIONARY SOCIETY
2826 South Hope Street
LOS ANGELES, CALIFORNIA
Phone WEstmore 5211.


A NON-PROFIT PHILANTHROPIC INSTITUTION


MINISTERS TO THE SICK.


NURSES' HOME


PATIENTS PRIVATE ROOM


SOME OF THE BABIES

FULLY approved by the American Medical Association and the American College of Surgeons, the Methodist Hospital of Southern California is housed in a Class A fireproof building. Accommodations are provided for 225 adults together with 50 nursery beds. Splendidly equipped X-Ray and pathological laboratories with resident physicians in charge, together with modern, scientific, reasonably priced care to maternity, surgical and medical cases of every kind are the outstanding features of the institution.

The Methodist Hospital of Southern California is a non-profit, philanthropic institution. Last year it cared for 5386 patients, 842 of whom received free or discount care.

For complete information regarding annuities, gifts, bequests or ways in which you can help this splendid institution, address the superintendent.

No stone is left unturned by this institution to minister to the needs of the sick and injured.

Just across the street from the hospital proper is the beautiful new Nurses' Home, with large, well-equipped class rooms and reference library. An underground tunnel passageway connects both buildings.

Methodist Hospital's School of Nursing grants diplomas for 36 months' course, comprising 28 months basic schooling and eight months advanced work. Advanced courses which can be selected by the student, include administration, surgery, obstetrics and affiliations with communicable diseases, psychiatry and tuberculosis. Two instructors and a director administer to the needs of students.

The location of the Methodist Hospital is ideal. Between splendid main highways, it is yet just sufficiently removed in one of the best residential sections of Los Angeles, to be away from traffic noises, which in turn has desired beneficial results for all patients.

FOR FURTHER INFORMATION AND BULLETIN ADDRESS
**LUTHER G. REYNOLDS,** SUPERINTENDENT
AT THE HOSPITAL


ONE CORNER OF X-RAY LABORATORY


THE NURSERY.



# Thinkers



A business or professional man's success is measured by his ability to **Think** and **Act.**

When he is laid up for either a short period or permanently, he has plenty of time to do a lot of **Thinking.** That's usually about all he is able to do.

If he has a **Monthly Income** coming in regularly from the Pacific Mutual and knows that it will continue to come **For Life** while he is laid up, his thoughts are apt to be pleasant and his chance for a speedy recovery greatly increased.

On the other hand, if his mind is tortured by worry about the future—well, you know the answer.

**Think** and **Act** right now while you are in good health. Insure your income up to **$500 A Month** at a small yearly cost under a new form of income insurance which cannot be cancelled by the Company.

If you are a business or professional man between the ages of 21 and 50, return the attached coupon and full information will be sent you.

## Pacific Mutual Life Insurance Company of California
*Organized 1868*

**Issues all major forms of Life, Accident and Sickness Insurance**

**Capital, Fully Paid, $3,000,000** **Assets over $104,000,000**

***Paid Policyholders Since Organization $118,554,110***

NON-CANCELLABLE DEPARTMENT
**Pacific Mutual Life Insurance Company**
LOS ANGELES, CALIFORNIA

*Name* .....
*Age* .....
*Occupation* .....
*Address* .....



FAMED throughout the world for its unique design, its picturesque conception, its sumptuous appurtenances and the lavishness of the productions presented, Grauman's *Egyptian* theater is a monument to the genius of one man, to which residents of Hollywood, the film capital of the world, point with pride.

Sid Grauman, internationally known as an artificer of palatial playhouses, who is hailed as the master craftsman of the prologue for the magnificent stage spectacles with which he introduces great film productions for long runs in the novel amusement palace, pioneered a new field in cinematic presentation with the *Egyptian*.

It is said that no world traveler ever visits Southern California without including on his sightseeing itinerary a visit to the *Egyptian* theater.


*Drive Over*

# INDIA TIRES

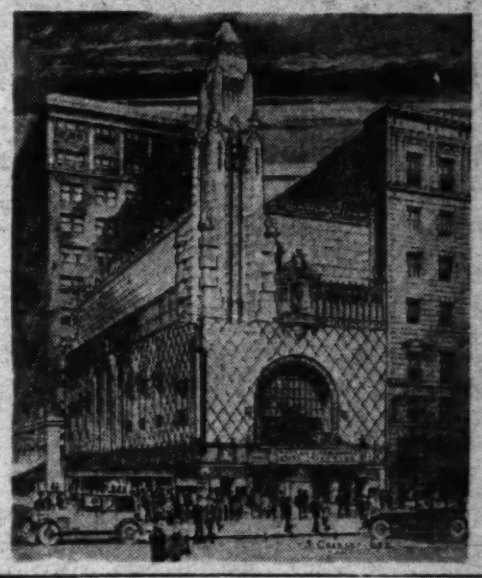
*—the extraordinary mileage making tire—*

**Nelson & Price Inc.**

1025 South Flower St.

HOLLYWOOD ..... 1612 CAHUENGA AVE.
VERNON ..... 3711 SANTA FE AVE.
WESTERN ..... 1652 W. VERNON AVE.

*Recognized for Tire Service*

*H. L. Gumbiner, Chicago Theatrical owner will dedicate the southeast corner of Eighth and Broadway, the present site of the Garrick Theatre to one of the Southland's finest motion picture theatres as illustrated herewith.*




23rd YEAR

URBAN MILITARY ACADEMY

"THE GREAT OUTDOOR SCHOOL"

PRIMARY THROUGH COLLEGE PREPARATORY

*Tuition Includes—*

*Horseback Riding, Swimming, Dancing, Golf, Dramatics, Polo, Music (band and voice.) Boxing, Books, Corrective Gymnastic Exercises.*

THERE ARE NO "EXTRAS"

*More than a school—a developer of habits of self-restraint, respect, obedience and high moral character.*

The Urban Equipment Represents $1,000,000.00. Cadets' Private Rooms, Each With Bath.

EXPENSES

Resident Cadets ..... $2000 per school year
Day Cadets ..... $1000 per school year

Visitors Cordially Invited.

In session all year. Summer camps in High Sierras and at the Seashore.

P. G. McDonnell, President
Urban Military Academy,
632 North Wilcox Avenue, Los Angeles, Cal.
Please mail catalog to

NAME .....
ADDRESS .....
CITY ..... STATE.....
MY SON'S AGE IS .....
BOARDER or DAY .....

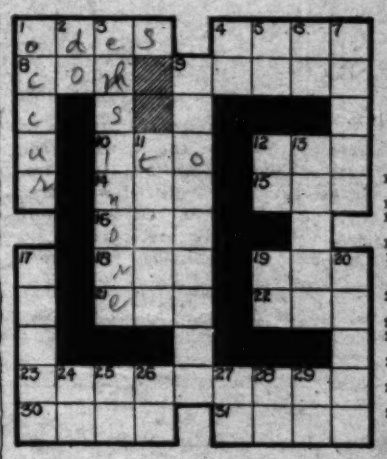
WILCOX AT MELROSE AVENUE
HANCOCK PARK
LOS ANGELES, CALIFORNIA
TELEPHONE · HEMPSTEAD-7602


# Win a California Lot

**1st PRIZE WORTH $300.00** BY SOLVING THIS CROSS-WORD PUZZLE

*Additional Prizes Valued at Thousands of Dollars Consisting of Lot Equities Also Awarded to Contestants.*

HERE'S a chance to win a clear title to a desirable California lot, and at the same time have a lot of fun working this interesting puzzle. Get out your pencil and your dictionary and let's go.



**DOWN**

1 To happen
2 To perform
3 Largest natural lake in So. California
4 Conjunction
5 Not second hand (Phonetic)
6 101 (Roman numerals)
7 Used in operations
9 Devoid of frost
11 Highest male voice
12 Not off
13 Thorny flower (Pl.)
17 Young sheep
19 Atmospheric moisture (Phonetic)
20 Holes letting in fluid
24 Exclamation
25 Electrical Engineer (Abbr.)
26 Fights fire (Abbr.)
27 Beverage (Phonetic)
28 Errors excepted (Abbr.)
29 Organization of American ex-service men (Abbr.)

**ACROSS**

1 Short Poems
4 At one time
8 Commander of a regiment (Abbr.)
9 Tree grows food
10 Name of Japanese Statesman
12 Mineral metal substance
14 Daughter of one's brother or sister (Phonetic)
15 Conjunction
16 Popular make of thread (Abbr.)
18 Revolve (Phonetic)
19 Eastern state (Abbr.)
21 Before
22 To employ
23 A slice of loaf
29 Slight bundles
31 Snake-like fish (Pl.)

## RULES OF CONTEST:

1. All answers must be submitted by mail, and must bear post mark not later than January 29th, 1927.
2. Prizes will be awarded on the basis of correctness, neatness and originality.
3. In the event of a tie, a prize identical with that tied for will be awarded each tying contestant.
4. The decision of the judges shall be final.

Mail your answer immediately to

G. V. TAYLOR,
Contest Manager,
1003 Lane Mortgage Building,
Los Angeles, California.

NAME .....
ADDRESS .....
CITY ..... STATE.....



AMO



This Tree is a BLACK WALNUT TREE SHEDS ALMOST ONE TON WALNUTS EVERY YEAR



Inner Court at Camulos Ranch, Home of Jackson

ONE of California's most spots is the old Del Valle at Camulos, a few miles the highway to the San Valleys, owned by the C poration, headed by Aug nios Ranch consists of acres and is one of t ely developed commercia in Southern California. purchased by Mr. Rubel o the Del Valle family wi to making it not only on ate show places of Califo of the most productive ration. Quietly and with fact the present corporati acres devoted to oranges, and walnuts. During th s some 200 acres recei of irrigation and by ne thing like 300 additional ht into fruit and walnut h res of the property are to grazing purposes for d by the corporation.

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the Camulos Ranch Corp the oranges today at the

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Price Inc.
Flower St.
CAHUENGA AVE.
711 SANTA FE AVE.
W. VERNON AVE.
ire Service

H. L. Gumbiner, Chicago Theatrical owner will dedicate the southeast corner of Eighth and Broadway, the present site of the Garrick Theatre to one of the Southland's finest motion picture theatres as illustrated herewith.

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0.00 BY SOLVING THIS CROSS-WORD PUZZLE
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ACROSS
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4 At one time
5 Commander of a regiment (Abbr.)
9 Tree grown food
10 Name of Japanese Statesman
12 Mineral metal substance
14 Daughter of one's brother or sister (Phonetic)
15 Conjunction
16 Popular make of thread (Abbr.)
18 Revolve (Phonetic)
19 Eastern state (Abbr.)
21 Before
22 To employ
23 A slice of beef
30 Slight building
31 Snake-like fish (Pl.)

all your answer immediately to
V. TAYLOR,
Contest Manager,
003 Lane Mortgage Building,
os Angeles, California.
AME .....
DDRESS .....
TY ..... STATE .....

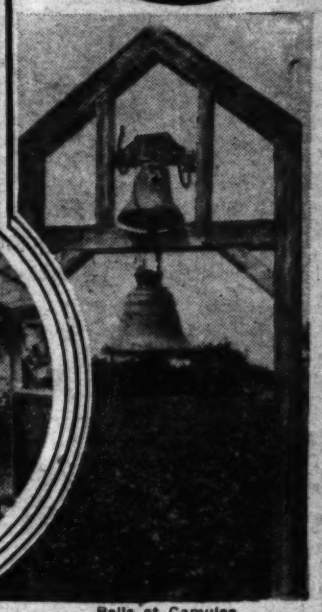


# CAMULOS RANCH Tingles with the Romance of Ramona.



This Romantic of BLACK WALNUT TREES SHEDS ALMOST ONE TON OF WALNUTS EVERY YEAR

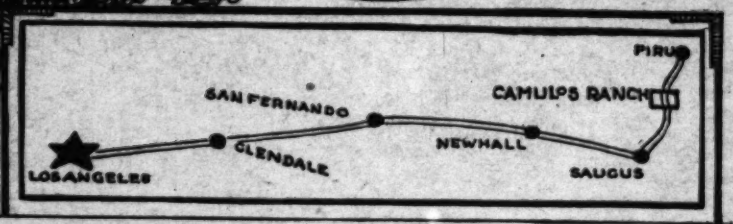
The Chapel



Bells at Camulos



Inner Court at Camulos, the early home of Helen Hunt Jackson's pathetic heroine.




Map showing how to reach Camulos, where, surrounded by citrus trees and near the shade of world's largest walnut tree, the old homstead of the Del Valles drowses in the sun, a little place of grace and beauty, a lovely landmark in a lovely land.

ne of California's most entrancing spots is the old Del Valle homestead at Camulos, a few miles west of Saugus on highway to the Santa Clara and Valleys, owned by the Camulos Ranch poration, headed by August A. Rubel. Ranch consists of approximately acres and is one of the largest indeveloped commercial ranches to- in Southern California. The acreage purchased by Mr. Rubel on July 1, 1924, the Del Valle family with the end in making it not only one of the great show places of California, but also of the most productive from intense tion. Quietly and without heralding the present corporation has some devoted to oranges, smaller fruits, and walnuts. During the past twelve some 200 acres received the final of irrigation and by next year's end like 300 additional acres will be into fruit and walnut bearing. Some of the property are hilly and de- grazing purposes for cattle, con- by the corporation.

every few years some author writes that is hailed as one of the greatest novels. As time goes on, the of another day are often prone to Yet, less than half a century has since Helen Hunt Jackson wrote and long ago it was conceded that Jackson had no other spot in mind of the old Del Valle homestead at Indeed, is it seldom that one may story that effectively describes cer- in words and then go and visit forty or forty years later and have phrases pictured before one's The story of Ramona was written in it portrays beyond the shadow of a vividly, the life, the impulses, and the passions, the heart-felt the poignant grief of the characters ably live and breathe throughout than any other piece of English based on life in these United

Camulos Ranch Corporation dis- oranges today as they have always been distributed, under the label, "Home of Ramona Brand," but how many consumers of this luscious fruit on the other side of the Rocky Mountains stop to consider that these same oranges were grown amidst the places that live forever in the hearts of the readers of "Ramona"?

According to the annual report of the Piru Citrus Association, which is the Association for this district, the percentage of "Sunkist" oranges, plus the Extra Fancy oranges marketed last year under the "Sunkist" brand, was 70%. These represent the choicest varieties and receive top prices. While the report is made up of all oranges shipped through the Piru Association, it merits consideration in that the Camulos Ranch fruit is marketed through this Association.

The superintendent of the Camulos Ranch, states that 78% of the Valencias shipped were "Sunkist." From this, it appears that the average for the district was raised by the Camulos oranges. Oranges grown on the Camulos Ranch are regarded to be superior to other oranges even grown in that district.

All who visit Camulos Ranch can, provided they first read the story of "Ramona," ever close their eyes and see the characters in the novel going here and there; the children playing in the patio; Juan Canito sitting on the veranda, near the kitchen smoking his pipe in his meditative moments, and old Marda, the cook, upbraiding her daughter, Margarita, for some fancied shortcoming.

One can, while sitting in one of the chairs on the spacious veranda—a chair older than we are by a generation—see Senora Moreno going from place to place as was her wont, tending to everything that it might be done to her own liking. And one can see the real Ramona, as she was formed in the mind of Mrs. Jackson, wending her way through the thickets of wild mustard, on her way to meet Father Salviaderra. All these characters, so true to life, seem to live and breathe in the mind's eye as one visits this low adobe home on the Camulos Ranch.

This property is described especially in the first and last chapters of the story of "Ramona," where there is painted a splendid historical picture. The old homestead still stands in perfect condition and can be recognized in all its details from the description in the book. Mr. August A. Rubel and his family now occupy the house. The expenditure of considerable money has made it a modern dwelling in every respect.

The homestead chapel is in perfect condition. It contains relics spoken of in the book which were transferred from the Missions by the Spanish priests when the Missions were being despoiled by the invading Americans. The chapel is one of the very few private ones which is recognized as consecrated by the Catholic Church.

The old winery is constructed of handmade bricks which were produced on the place approximately 50 or 60 years ago. It is now a store house containing many interesting objects, including a carriage said to be the first one brought to California. The California Historical Society has proposed restoring this relic. That the carriage is in good condition is substantiated by the fact that it was rented to the movies and used in the filming of "Suzanna."

The old still, used to make alcohol to fortify the port wine, remains there. The old out-of-door fireplaces and kettles, the olive oil mill-stones, old raw-hide beds, the ollas, baptismal font, etc., all contribute to make it a real museum.

Perhaps one of the crowning glories of Camulos Ranch today, is its wonderful commercial walnut acreage. There has been maintained on the ranch one of the original big black walnut trees. Big trees can be found in our national parks, but they are trees of a large species. It is indeed wonderful, however, to see a tree of a variety that does not usually attain large growth, growing side by side with others of the same variety that were planted at the same time and that have attained normal growth, and that has grown so that under its wide expanses of branches, 1250 people can sit at tables without being crowded—to see a tree such as this is something to be remembered forever. It is quite easy to believe that this tree is better than half a century old, yet to one who has never seen the specimen it probably seems incredible when the fact is stated that in one year it yielded just thirty pounds less than one ton of nuts. Surely such a tree is a monarch and something to be justly proud of.

Among recent improvements made on Camulos Ranch is the replacement of all the old ditches for conveying water, by a 30-inch concrete pipe, resulting in the delivery of a maximum amount of water to the groves. The only portion of the original ditch which remains is about 100 yards, being retained for historical purposes.

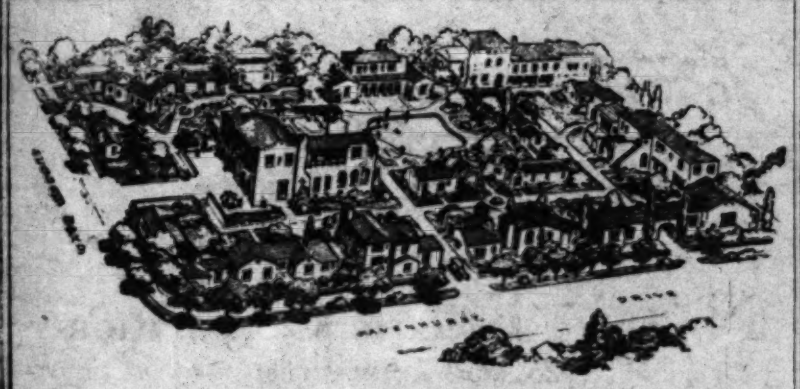
The water rights belonging to the property are among the oldest in California and call for approximately 300 inches. This is sufficient to take care of all the property. The opinion has been expressed by an authority on water rights and their value, to the effect that these rights are easily worth $300,000. It should be remembered that the value of water in California is increasing.

The valley of the Santa Clara River, in which the Camulos Ranch is located, is exceptionally desirable for the culture of citrus fruits and walnuts but, at the same time, other crops of diversified character are grown successfully.

The Government Central Station for this district is located in the heart of the old Valencia grove, having been maintained for years on the Camulos Ranch. This spot was selected as it is the low point of the ranch and should be most susceptible to frost if the district in general were subject to it. The results of temperature records indicate thus far practically no hazard from frost. This situation gives the property exceptional value for citrus culture. For example, in 1913 and 1922, years of serious frosts throughout Southern California, the Camulos Ranch harvested record crops.

One can only wish, after visiting Camulos Ranch, that our early American settlers in California had paid more attention to the restoration and upkeep of the old adobe Missions. Our realization of their historic value has come too late. Civilization seems to be but the tearing down of old things, that something new and sometimes of less lasting value, may be built in their places. Yet here amidst modern development at Camulos, there is still the touch left of early Franciscan friars, a thing which at least Californians should be devoutly thankful for.

As further testimony that modern development may proceed with retention of padre day efforts, the Camulos Ranch Corporation places a valuation on its holdings of $1,000,000 and the annual output in fruits, walnuts and other farm products will gross this year, better than $100,000.



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**QUINTON, CODE & HILL**

Development of the West Coast of Mexico, which means so much to Southern California, has been held back by many causes for a great number of years. The irrigation development of this tremendously fertile region is expected to be carried out vigorously in the near future with many of the works under the direction of Quinton, Code & Hill, an engineering firm of long standing in Los Angeles.

The three principal projects are on the deltas of the Yaqui River, the Mayo River and the Fuerte River in the southern part of Sonora and in the northern part of Sinaloa. When completely developed, these three developments, which are practically contiguous, will irrigate over three times the area in Imperial Valley.

The project on the Fuerte River is being carried on by the United Sugar Companies, and that on the Yaqui River by the Richardson Construction Company, both private companies largely financed by Americans. The Mayo Project is to be developed by the Federal Government of Mexico and is particularly favored by Ex-President Obregon.

In connection with the irrigation works there are several power developments, one of which is now being carried out by the Mexican Light and Power Company.

## *Everything Electrical*

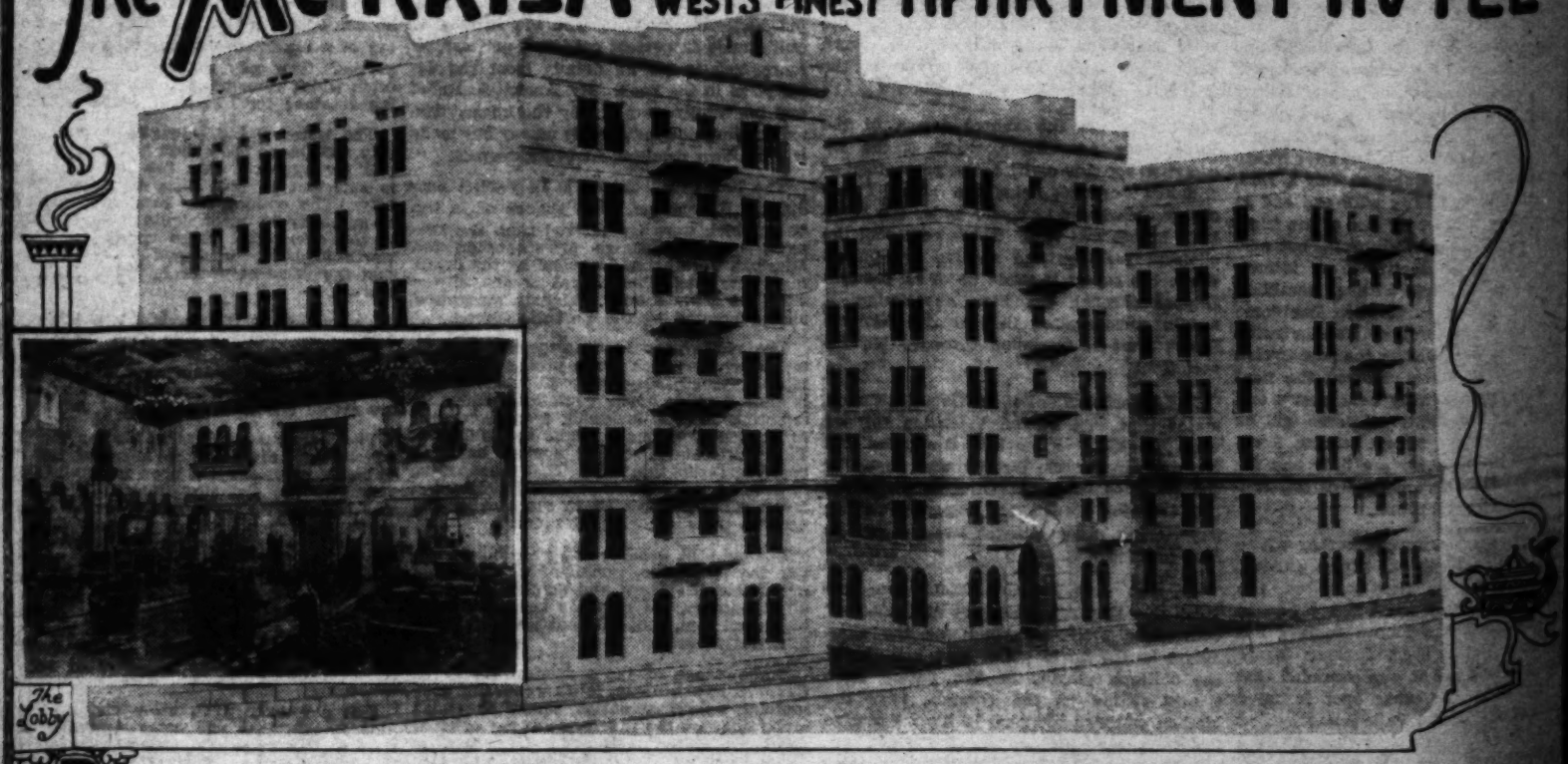
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Los Angeles

# The MORRISH IS THE WEST'S FINEST APARTMENT HOTEL



The Lobby

READY for occupancy January 15, 1927, The Morrish Apartment-Hotel, Seventh street at Normandie, in the center of the exclusive Wilshire District of Los Angeles, will exemplify the tone of highest type in apartment house-hotel construction. Here will be combined genuine home comfort with unobtrusive personal service. The Morrish will contain 474 rooms, divided among single, double, four, five and six-room apartments and hotel rooms. The structure rises nine stories in height. On the eighth floor there will be the spacious dining room, capable of seating 250 guests; on this floor also will be the grand ballroom. On the ninth floor will be the swimming pool, 20x60 feet, with its sand beach and adjacent shower baths. Above all this grandeur will be a roof promenade encompassing the entire structure.

The Morrish ballroom will be one of the most elaborately decorated in the United States.

For convenience of guests the ground floor will contain the delicatessen, commissary, billiard room, valet service, barber shop and beauty shoppe.

Turkish baths will be provided for on the ninth floor in close proximity to the swimming pool. The intent and purpose of the ninth floor atmosphere at The Morrish is that it shall be, so to speak, the social club feature of the institution. Aside from swimming, promenading and general relaxation, games, teas and dinners will be the order of the afternoon and evening.

The Morrish will be conducted on the European and American plan from the hotel standpoint and individual private service will be maintained for all apartments. Each apartment has private bath and larger apartments are provided with two baths and private showers. From every room in The Morrish, a most charming view of the city can be had.

Other impressive features of The Morrish are its beautiful lobby and Florentine lounge of unusual beauty.

The structure is absolutely fireproof, of the Class Double "A" construction and it represents elegance, simplicity, grace and complete facilities. It was erected by Mr. A. W. Menkins at a cost of approximately $2,000,000. Management will be in the hands of Mr. Clyde Opelt, who announces reservations are now being received for apartments.



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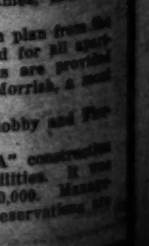
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T HOTEL



ninth floor atmosphere of the
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relaxation, games, teas and
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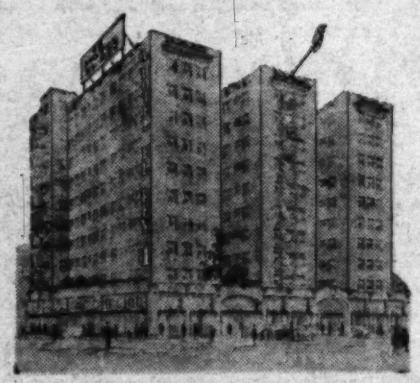
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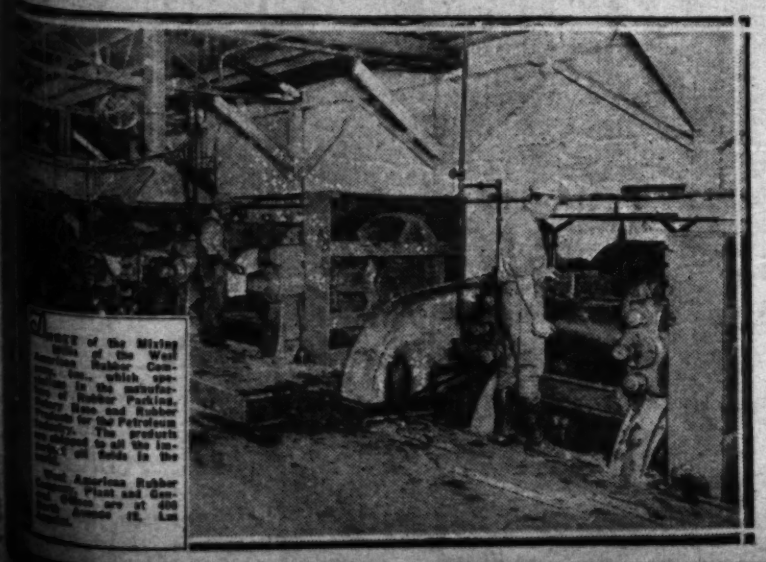
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# The QUINBY BUILDING is the last word in Architectural Design



COMPLETED this year the imposing Quinby Building at the northeast corner of Seventh street and Grand avenue, stands as another monumental type structure to the retail business district of downtown Los Angeles. The building was erected by the Meyer & Holler Company, who were also the architects. Financed and owned by the Seventh and Grand Avenue Building Company, which in turn is owned by the Messrs. Quinby, better known perhaps as the Quinby Corporation, the constructing and architectural company was given free hand in producing artistry and elegance and the building bespeaks no confidence was misplaced. Aside from the store space on the ground floor, this limit-high structure provides 200 spacious offices, most of which were reserved before the building was well under construction.

The corner store room is occupied by the Liggett Drug Company of New York on a long term lease. The Liggett store is one of the latest Los Angeles additions of the company which is nationally and internationally known. Like others, it is known as Ligget's Drug Store and is No. 15 in what will eventually be many more Los Angeles drug stores operated by this company. Throughout the world the company operates some 1500 drug stores, with 500 in England alone. The company at the present time operates some 50 odd drug stores on the Pacific Coast.

The Liggett Drug Store in the Quinby Building, which is the last word in drug store modernization, is managed by Mr. L. C. Leonard.

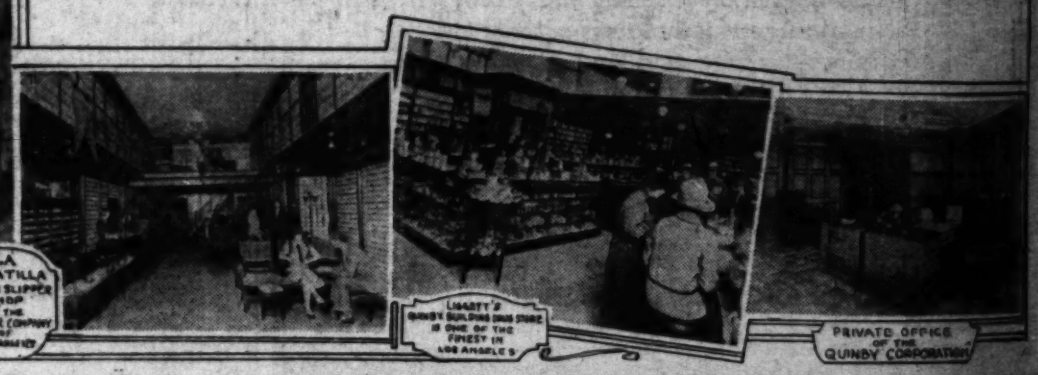
Another of the store buildings, facing Grand avenue is rented on a long-term lease by the I. Miller Company of Los Angeles. Mr. J. F. Reedy, president of this company has adopted as his slogan, "Beautiful Shoes," and certainly he has carried out his every ambition in his beautiful La Zapatilla Spanish Slipper Shop. This shop is connected directly with the West Seventh street shop. One of the novel features of the opening November 1, last, were several beautiful models, who mingled with the guests and displayed the many new patterns which were imported by the local institution from the I. Miller Paris and New York Studios for the occasion.

Spanish Troubadores played soft music on the balcony, and lent color to the opening. Many prominent Coast shoe men were present, and congratulated Mr. Reedy, president of the organization, upon the success of his Los Angeles shops.

This new slipper shop is quite novel, being carried out strictly in the Spanish mode. Mr. Nelson J. Dexter, the I. Miller decorator, was responsible for the window displays—the shoes being grouped around several pieces of antique Spanish furniture, which carried out the general early California scheme of this smart shop.

Mr. John F. Reedy and his Los Angeles organization wish to thank their friends for the many beautiful flowers and congratulations which were received.

Indicative of the general interior decorations and furnishings of the building, the private office of the Quinby Corporation offers a splendid example.





## $500 LOT GIVEN

*as First Prize in this*

**"C" PUZZLE CONTEST**

Winner will receive a clear title to a valuable lot in Southern California. Many additional prizes consisting of lot equities.



See how many objects beginning with the letter "C" you can find in the above picture.

**RULES OF CONTEST:**

1. Solutions will be judged on the basis of the largest number of objects correctly named, neatness and originality of presentation.
2. In the event of a tie, a prize identical with that tied for will be awarded to each tying contestant.
3. The decision of the judges shall be final.
4. All answers must be submitted by mail and must bear post mark not later than February 1, 1927.

***Send in your solutions at once:***

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The Blackburn ~ Wilcox at Yucca
Coral Gables ~ Flores near Fountain
Philben-Hotel ~ Fourth Street near Figueroa
Catalina Gardens ~ Catalina near 3rd Street









## word in Design

rd in drug store modern- Mr. L. C. Leonard.

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PRIVATE OFFICE of the QUINBY CORPORATION



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UCTION VENUE ES

UILDINGS more at Beverly rs at Fountain ox at Yucca s near Fountain et near Figueroa ear 3rd Street

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## OWNED AND OPERATED BY MARBLEHEAD LAND CO.

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### MALIBU TILE MAKING

DURING the past year a new basic industry has been added to the rapidly expanding field of Southern California manfusacturing.

It has a double importance. Besides creating added beauty for the Southland's popular Spanish type architecture, this plant utilizes and develops more of the vast store of California's natural resources.

Because of this special contribution to building along Spanish, Moorish and Italian lines, it is unusually appropriate that the new enterprise was located on the historic Malibu rancho. There on the last original land grant left intact from the days of the Padres and Dons, the Malibu Potteries are in operation. Construction of the quarter-million dollar concern was started in January, 1926, and completed six months later.

Since that time skilled ceramic engineers and artists have been transforming crude clays into glazed tiles of varied color and form. Under the direction of Mrs. May K. Rindge, president of the Marblehead Land Company which owns the Malibu estate and its first industrial project, research into tile making as the art progressed through the centuries, preceded the founding of the pottery. As a result tile second to none of its kind in the world is being produced from clays abounding in the mountains of the rancho which borders the Pacific Ocean a few miles west of Santa Monica.

Tile identical to that of the famed Alhambra in Spain has been reproduced here as well as the ancient Saracen tiles whose symmetrical intricacy is carried out in every minute detail.

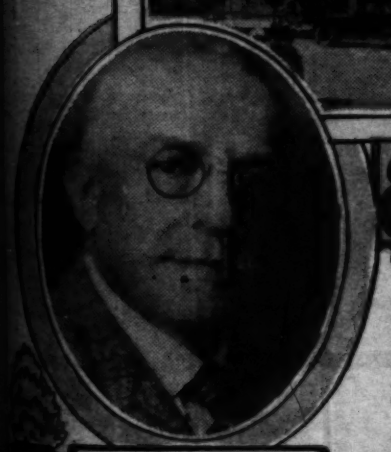
But more important still to the building of Los Angeles and the entire nation is the fact that delay occasioned by ordering foreign and European tile can now be avoided.

A wide scale of tile products are being manufactured. All shades of plain wall tile matching the modern color treatment of bathrooms are available together with unusual decorative borders, friezes, caps, bases and panels. Accessories for the bathroom such as soap dishes, tumbler holders, towel bars are made in various harmonious tints. Hand-decorated Saracen and Moorish tile for use in fountains, garden decoration, stepping, wainscoting and patios. Fireplace tiling of various historical periods is also produced by the potteries, where material of any color or design can be executed by the Malibu artisans.

Some idea of the reaction of architects to this new industry is gained in the announcement that already more than 100 workers are employed with orders increasing rapidly every month. A program calling for additional factory buildings is already being formed for 1927 according to Mrs. Rindge and the members of her family who are associated with her in this development project.

# THE MARYELLA HOTEL HAS AN INVITING APPEAL





LOUIS GINSBURG
MANAGER

ENJOYING a location ideal in the very heart of the Wilshire District of Los Angeles, in that it is directly accessible to retail, financial and theatrical districts, and yet without the din of excessive traffic, the Maryella Hotel, West Eighth Street at New Hampshire, offers advantages which are fully appreciated by the guest who seeks both convenience and quiet. The Maryella Hotel embodies comfort, refinement and hospitality and is designed primarily for the permanent resident guest. Although only recently opened to the public its many features for their convenience and comfort, have won for it a recognition on the part of the discriminating guest that is both permanent and far-reaching.

Fireproof, with its 150 spacious rooms, each with bath, single or suites, elaborately furnished and artistically decorated; its large, tastefully decorated and furnished salon offering an atmosphere of charm and restfulness; a management and personnel that are responsive and courteous, the Maryella displays at once a character and refinement all its own.

The Maryella Hotel has a permanently inviting appeal, and one which the guest has no hesitancy in recommending to his most exacting acquaintances.

In perfect keeping with the general high character of the hotel the dining-room affords seating capacity for 300 guests. Maryella dining service is strictly American Plan with breakfast service at $1.00; Luncheon, $1.00 and evening dinner at $1.50. The service is noted for its excellent foods and cuisine, emphasizing the constant effort to please its guests. No advance charges are made on Sundays or holidays and there is no restriction on each elaborate menu. Everything in connection with the dining service is under the personal supervision of Manager Louis Ginsburg, nationally and internationally recognized in the cuisine art.

The Maryella Hotel is one of the city's first-class Family Hotels and moderate rates prevail. Fireproof garage accommodations convenient to the hotel are available.

# Bel-Air

## California's Finest Residential Park





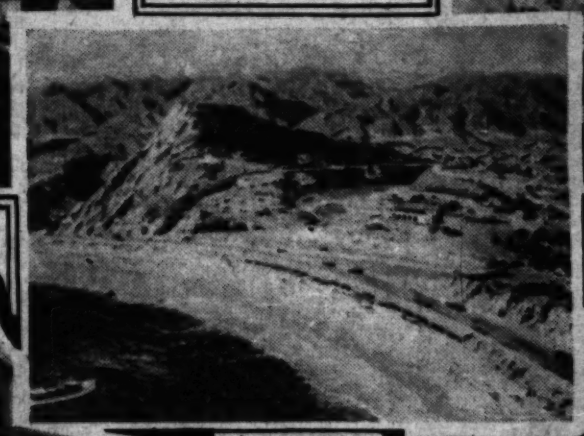
ENTRANCE GATE AT BEL-AIR

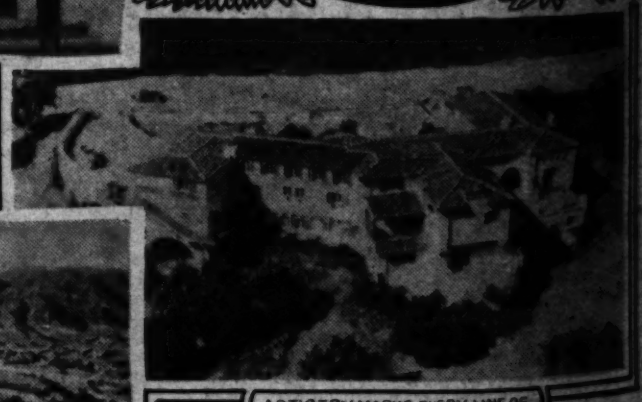

SHOOTING THE TRICKY NO. 5 ON THE COURSE OF THE BEL-AIR COUNTRY CLUB.





SCENIC BIT FROM THE BEL-AIR ESTATE OF STEPHEN VAVRA




ARTISTRY MARKS EVERY LINE OF THE BENET RESIDENCE BEING BUILT IN BEL-AIR


TENNIS COURT AT BEL-AIR CONSTRUCTED OF RED WOOD BLOCKS

BEL-AIR BAY CLUB, WHERE MOUNTAINS AND SEA MEET

PICTURESQUE HOME OF W.S.T. SMITH IN BEL-AIR

GARDEN OF THE BEL-AIR HOME OF W.L. HOPKINS



WHAT Montecito is to Santa Barbara, what Tuxedo is to New York City, Bel-Air is to Los Angeles.

Bel-Air meets the aims and objects of what the ideal suburban home should afford. It was the conception of Mr. Alphonzo E. Bell, one of California's up-builders.

Bel-Air comprises 4500 acres, but with associated properties extends to the Pacific ocean.

Bel-Air is located on an arm of the Santa Monica Mountains that reaches out into the open country, affording a magnificent panoramic sweep of mountains, valley, city and ocean. It provides an entrancing view of Mt. Baldy and the Sierra Madre Mountains, Los Angeles, Hollywood, Los Angeles Harbor, Santa Catalina Island, and sea-side resorts, extending far out over the broad Pacific.

Bel-Air is being divided into estates ranging from three-quarters of an acre to five acres, each so planned and selected that every home will have the full advantage of the magnificent view.

Bel-Air now has one of the finest golf and country clubs in the west, and an additional golf course will be constructed in Sepulveda Canyon which will be for the exclusive use of Bel-Air owners.

Bel-Air Stables with its sixty miles of bridle trails extending to the sea, affords equestrians pleasurable enjoyment without fear of intrusion of city traffic and attendant noises.

Bel-Air Bay Club in course of construction comprises six acres with beach frontage of magnitude, making Bel-Air one of the finest community improvements, not alone in Southern California, but in any part of these United States.

Bel-Air is being marketed by The Frank Meline Company, owner's representative, with offices in the Sun Building, Seventh at Hill, Los Angeles.

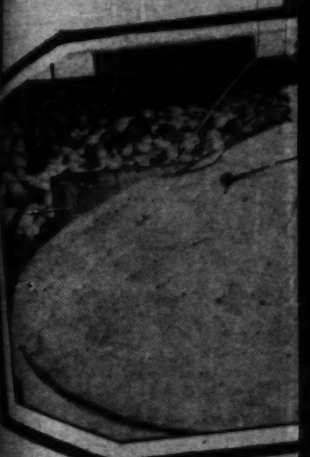
## Bel-Air Awaits Your Inspection



ROSE
WHERE



PART OF THE 480-ACRE ROSEMARY RANCH IN LETTUCE LA BREA SECURITIES CO. OWNERS



BROODERS FAMOUS WHITE L

## Production, St

SANTA MARIA.—The gloom theory that the world's pop multiply faster than the m with all sorts of unpleasant poss starvation and the like, is bet cocked hat so far as Santa M corned. This part of Santa Ba log in for more intensive agric and Malthus himself might cha come back to earth and stud dairy farming, bean and grain s and stock-raising activities of t these various branches of husban most decided impetus within t particularly the fresh vegetable put in this line was doubled in 19 previous year and is going to sho probably more than 25 per cent. In 1925, a total of 3111 carlo tables left the valley for the m just a few weeks ago it was estim Angeles market was getting from shipments comprising 4500 pounds 600 pounds of sweet cream, 600 and 35,000 pounds (4375 gallons) the small contribution to the nee growing Pacific Coast metropolis of necessity now takes in and re intervening 180 miles which sep Santa Maria Valley.

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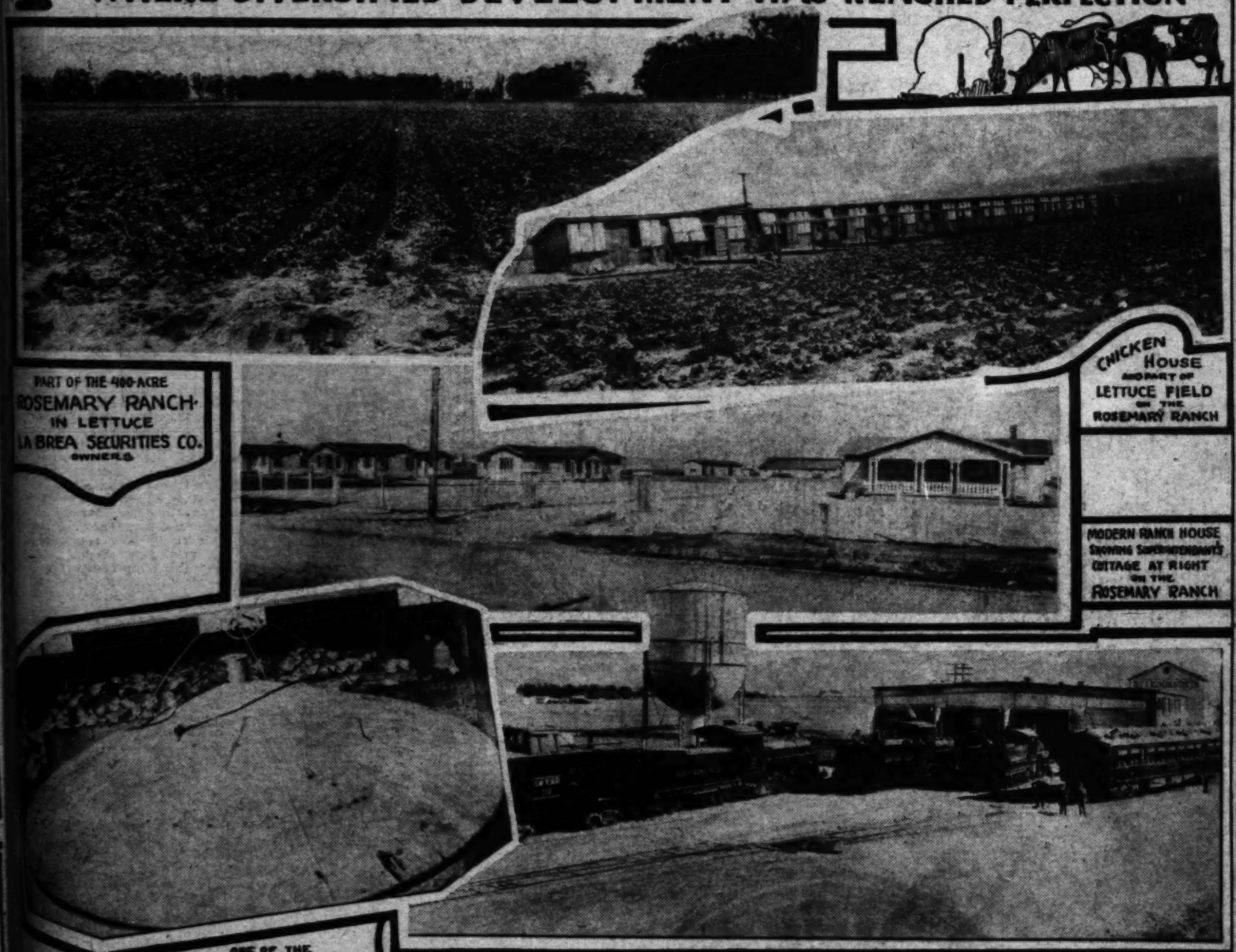


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# ROSEMARY RANCH IN THE SANTA MARIA VALLEY

## WHERE DIVERSIFIED DEVELOPMENT HAS REACHED PERFECTION



PART OF THE 400-ACRE ROSEMARY RANCH IN LETTUCE LA BREA SECURITIES CO. OWNERS

CHICKEN HOUSE AND PART OF LETTUCE FIELD ON THE ROSEMARY RANCH

MODERN RANCH HOUSE SHOWING SUPERINTENDENT'S COTTAGE AT RIGHT ON THE ROSEMARY RANCH

ONE OF THE BROODERS USED IN RAISING THE FAMOUS ROSEMARY RANCH WHITE LEGHORN CHICKENS

A SECTION OF THE PROPERTIES OWNED BY THE SANTA MARIA VALLEY RAILROAD

# Production, Storage, Transportation All Included in Same Farm Program

By A. P. BETTERSWORTH

SANTA MARIA.—The gloomy old Malthusian theory that the world's population is bound to multiply faster than the means of subsistence, with all sorts of unpleasant possibilities of universal starvation and the like, is being knocked into a cocked hat so far as Santa Maria Valley is concerned. This part of Santa Barbara County is going in for more intensive agriculture all the time and Malthus himself might change his ideas could he come back to earth and study the vegetable and grain farming, bean and grain growing and poultry and stock-raising activities of the region. All of these various branches of husbandry have been given the most decided impetus within the past year, most particularly the fresh vegetable industry. The output in this line was doubled in 1925 over that of the previous year and is going to show another increase, probably more than 25 per cent, in 1926.

In 1925, a total of 3111 carloads of fresh vegetables left the valley for the markets of the east. A few weeks ago it was estimated that the Los Angeles market was getting from this valley daily shipments comprising 4500 pounds of cottage cheese, 600 pounds of sweet cream, 600 pounds of butter and 35,000 pounds (4375 gallons) of sweet milk—a small contribution to the needs of the rapidly growing Pacific Coast metropolis, whose backyard necessity now takes in and reaches beyond the intervening 180 miles which separate it from the Santa Maria Valley.

The most important single factor in the development of the valley is the Santa Maria Valley Railroad and its subsidiary interests, the Santa Maria Ice & Cold Storage Company, the Bradley Trucking Company, and the Rosemary Ranch. It is a year since C. Allan Hancock of Los Angeles took over the railroad properties. And believing in the proper and scientific combination and utilization of all the production resources at hand, the Southland capitalist has combined agricultural development in all its phases with transportation with the result that he is beginning to figure most substantially in the big job of feeding the world.

### RANCH ACQUIRED

For instance, following the acquisition of the railroad came the purchase of the Rosemary Ranch, a tract of 400 acres of fine land lying about two miles east of Santa Maria and on the railway itself. The ranch is named in honor of Miss Rosemary Hancock, daughter of the owner, and is being made a model of its kind. An underground irrigation system of many thousands of feet of concrete pipe, 10, 12 and 14 inches in diameter, has been installed and attractive dwelling-houses for the superintendent and employees have been erected along with up-to-date poultry and dairy houses. At the present time over 200 acres of the tract are in spring lettuce. Poultry and dairy farming are conducted on a scientific scale. The ranch is under the management of D. T. Batchelder, former farm adviser for Santa Barbara County.

The Santa Maria Ice & Cold Storage Company's plant followed, with seven large vegetable packing sheds erected in close proximity. The ice plant has a capacity of 235 tons of ice daily. The Bradley Trucking Company was established as a means to get the produce from field to packing shed. The company also does a general trucking business. A large garage has been erected near the ice plant and depot for housing the concern's trucks.

Aside from the above, over $300,000 has been spent by the Santa Maria Valley Railroad in building construction in the vicinity of its depot. New and commodious general offices have been erected, equipped with a radio broadcasting station, KSMR, the expense of installation and maintenance being borne by the company. Large and modernly equipped machine shops and a roundhouse of concrete and reinforced steel have also been put up as well as an immense steel water tower.

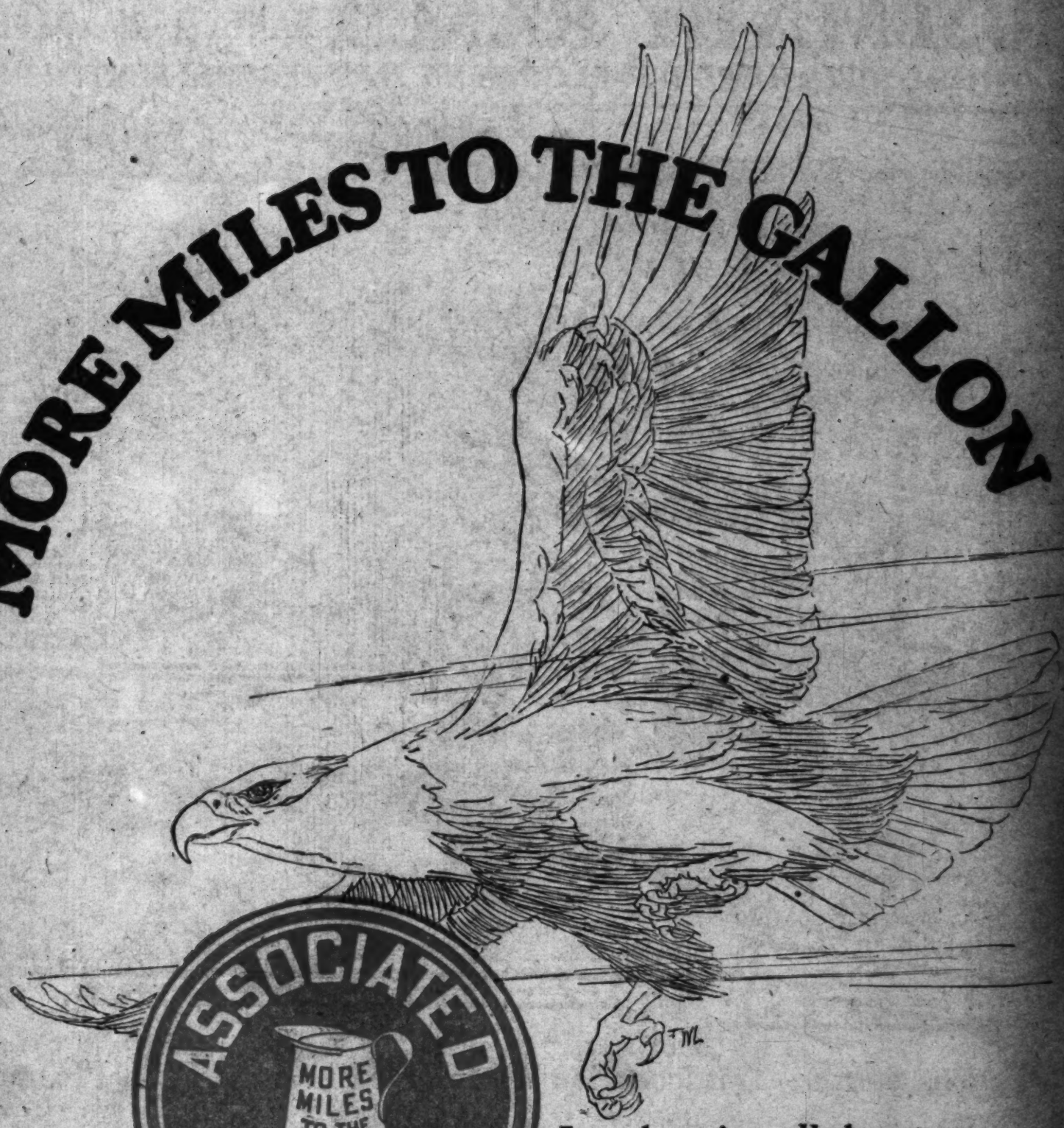
### NO PASSENGERS

The company has purchased a brand new locomotive and private official car. All of these new improvements are the work of the past twelve months, and everything has been done with an eye to the encouragement of increased agricultural production in the Santa Maria Valley. The Santa Maria Valley Railroad has no passenger business.

Two new stock-loading corrals have been built recently on the line of the road between Santa Maria and Roadamite, its eastern terminal, for the convenience of stockmen on the Suey, Cuyama, Sisquoc, Tequepis, Los Alamos and other large cattle ranches. Previously the nearest loading and unloading place was at Guadalupe, fully twenty-five miles from Roadamite. The new arrangements save stockmen that long drive.

K. B. Holeman, general manager of the Santa Maria Valley Railroad, who has superintended and is in a large measure the prime mover in this new work, figures on a 300 per cent increase in the fresh vegetable and stock business for the road in 1926 over that of last year, and a big increase in freight traffic generally in and out of the valley. This infusion of new and virile blood into the business arteries of the valley has already resulted in a greatly increased production not only in an agricultural way but in all lines of endeavor. California can depend upon the Santa Maria Valley to do more than its share in supplying the markets of the country with different kinds of foodstuffs.

# MORE MILES TO THE GALLON




## It takes in *all* three

The "quality" of Associated Gasoline's performance is rigidly sustained. It is made to give—and always does give, a perfect co-ordination of these three essential results: [1] quick starting according to seasonal demands [2] full stride of power and [3] mileage. Associated Gasoline is always associated with "more miles to the gallon."

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# Los Angeles Times

## Annual MIDWINTER Number

Part 4 — December 28, 1926 — Price 15 cents



BY FRED R. DAPPRICH

## In NATURE'S WORKSHOP



Copyright Spence Airplane Photo

# The World's OIL Metropolis

MORE than 20 per cent of all the petroleum produced in the world, and over 26 per cent of all the oil produced in the United States, is obtained from the oil wells of Southern California. Los Angeles county yields almost half of all produced in California.

The oil production of the world, in 1926, is estimated at 1,080,000,000 barrels, of which California produced 223,000,000 barrels. Los Angeles county contributing approximately 110,440,000 barrels, valued at $221,000,000, to that total.

California's petroleum production per year is more than equal to the combined production of Texas, Kansas and Wyoming. Los Angeles county produced approximately as much as the entire State of Kansas, and nearly as much as Wyoming and Louisiana combined.

Los Angeles harbor is the greatest oil shipping Seaport in the world. For a number of years it has averaged approximately 110,000,000 barrels per annum of bulk petroleum exports, perhaps one-fourth of which pass through the Panama Canal, and assists largely in supporting that great governmental enterprise. It was Southern California oil which first put the Canal on a basis where it more than made expenses.

The 1926 production of petroleum in California was only slightly less than that of 1925 and 1924, the daily output ranging between 600,000 and 643,000 barrels, the latter figure being its level on December 1 just past, and had the producers desired more petroleum they might easily have flooded the market by turning loose hundreds of "shut in" wells, representing a potential daily yield of between 65,000 and 75,000 barrels. Or if the operators had been disposed to drill up their reserves they might have put oil into the tanks at the rate of 800,000 barrels a day during 1926.



*The picture above shows forty million dollars' worth of oil in storage at Watson Junction. At the left is a view of oranges and oil. At the bottom of the page is a view of oil being loaded on to tankers at Mormon Island in Los Angeles Harbor.*



Copyright Spence Airplane Photo

There has been much talk in recent years regarding a probable oil famine in the not-distant future, but California has not been the least bit panicky over such pessimism. It so happens that this state keeps right on finding new oil fields, of immense proportions—in fact, during 1926 California at least maintained her record for finding new sources of production.

The rejuvenation of the Huntington Beach field by the drilling of a large number of new producers in what is known as the west end of the community—and a new field—was one of the interesting developments of the year. While this field was being drilled into three rich oil sands what appears to be a promising field of long-lived type was opened up on Poso Creek, a short distance north of Bakersfield. Late in the fall an oil find was made at Seal Beach, just off the southeast shoulder of Signal Hill at Long Beach—but an entirely new field—and by Thanksgiving this area was yielding 10,000 barrels per day, the wells being of gusher type.

This gave the State three absolutely new oil fields, making about thirty in all, Poso Creek resting temporarily on its demonstrated production of 1,000 barrels a day from three wells; Seal Beach having 10,000 barrels from four wells, and West Huntington Beach having about 40,000 barrels from something like seventy new wells, on November 30.

In the meantime, operating companies were delaying the development of deep and unquestionably productive sands both at Inglewood and Dominguez, the Los Cerritos district on one flank of Signal Hill was being drilled up, and the Ventura Avenue field, at Ventura, was being developed into what operators regard as the world's greatest potential petroleum producer. Ventura Avenue has climbed steadily to about 60,000 barrels a day under the most orderly development. It has three known producing zones, the deepest of which is the world's thickest oil sand. It starts at the 3,400-foot level and bottom of it has not yet been reached in wells 6,600 feet deep and producing from 4,500 to 6,000 barrels, daily. Two deep tests are now being bored there for the purpose of drilling through this record-breaking oil zone.

Natural gas is being produced in the California oil fields at the rate of 568,904,000 cubic feet per day, and this serves communities from San Francisco to San Diego. The wet gas yields immense quantities of casinghead gasoline at the rate of from one to two gallons per 1,000 cubic feet of gas.



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Copyright Spence Airplane Photos

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# From FIELDS to CITIES in Forty-eight Months

LOS ANGELES is rapidly becoming a solid city between the business district and the sea, nineteen miles to the westward. This growth is following two main arteries of traffic: Wilshire Boulevard (shown in the upper picture) and Santa Monica Boulevard veering northward through Hollywood (shown in the lower picture). The two comparative groups of pictures on this page show more graphically than words or numbers the extent of the building industry around Los Angeles during the last four years.



1922



1926

*The pictures above were taken West of Los Angeles in the district known as Carthay Center. The pictures below show the westward expansion of Hollywood, in the district known as West Hollywood.*



1922



1926

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*Airplane views of Los Angeles Harbor. Above is the outer harbor; below it is the inner harbor and at the bottom of the page is Long Beach Harbor adjoining.*

# A BILLION DOLLAR

Another year or two at the present rate of growth will see Los Angeles Harbor turning the billion dollar point. The year's business reflects Southern California's great strides in industrial development.

While the port turned in the greatest balance in its history, last year, the striking factor was the enormous increase in the relative value of its exports, coupled with the growth of foreign trade. Manufactured products naturally carry more value than raw materials and are, therefore, barometers of any seaport's industrial background.

During 1926 total commerce valued at more than $850,000,000 passed in and out of the port of Los Angeles, as compared to a total of $760,700,000 in 1925, the best previous year. In volume the port this past year handled a strong 22,000,000 tons of all commerce, foreign, intercoastal and coastwise, against 20,310,000 tons for 1925. Approximately 6,500 vessels entered the port during the year, with an aggregate capacity in excess of 18,000,000 net tons.

One hundred and fifty regularly-scheduled ship lines are today operating out of Los Angeles Harbor to all ports of the world, in addition to fifty tramp fleets using the port as their Pacific bunkering and supply terminus.

The year 1927 will find seventy regular cargo and passenger services operating out of the port, in addition to forty fleets in the petroleum export movement and forty lines engaged in lumber imports. There were twelve new lines added during 1926, eight in cargo and passenger service, three new tanker fleets and one lumber line.

Manufacturing development over the entire Southwest is fast bringing Los Angeles Harbor's exports into closer balance with her imports, so that June, 1926, turned in an import total of $41,250,481 against total exports valued at $28,893,700.

Copper from Arizona, cotton—to the extent of 100,000 bales—from the Salt River, San Joaquin and Imperial Valleys, zinc and silver from Catalina Island, gypsum from San Marcos Island, added greatly to the volume and value of the port's 1926 exports. Finished products into the thousand varieties, led by building materials, electrical equipment, infusorial earth, canned fruits and fish, borax, sodium compounds and other chemicals, mining and oil-well machinery, refined oils and furniture greatly increased the relative value of the outbound cargoes.

All port developments of the year were overshadowed in September, when work was started by the Federal Government on the deepening of the main channel to a uniform thirty-five feet—thus placing the harbor on a par with any port in the world and offering facilities to the largest vessels afloat. Approximately 3,000,000 cubic yards of earth will

All Copyright Spence Airplane Photos





*Above is S. S. Belg liner afloat, in Los A waiting shipment*

# HARBO

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The close of 1926 finds L plan, begun in 1912 and in w was expended, practically comp approximately sixteen miles of and terminals. The $600,000 heim Boulevard, under which was also completed—adding gr eliminating grade crossings.

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The port gained a firmer h lumber import center by handli feet of lumber from the Paci while it was gaining additional ties of Cuban sugar, Central bananas and Gulf sulphur whi All of these latter commodities

Panama Canal records sho westbound traffic more vessels Harbor than to any other port the Orient develops its comm Angeles Harbor's business must tion, so splendidly located that rectly on the Great Circle Rout

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This coming summer, when Los Angeles from Panama and augmented by the largest and f the new aircraft carrier Saratog with a length of 875 feet and car ment nearly a hundred planes, wil join the fleet until 1934—when th first capital ships under the Nav Twenty-five thousand Navym Southern California and p



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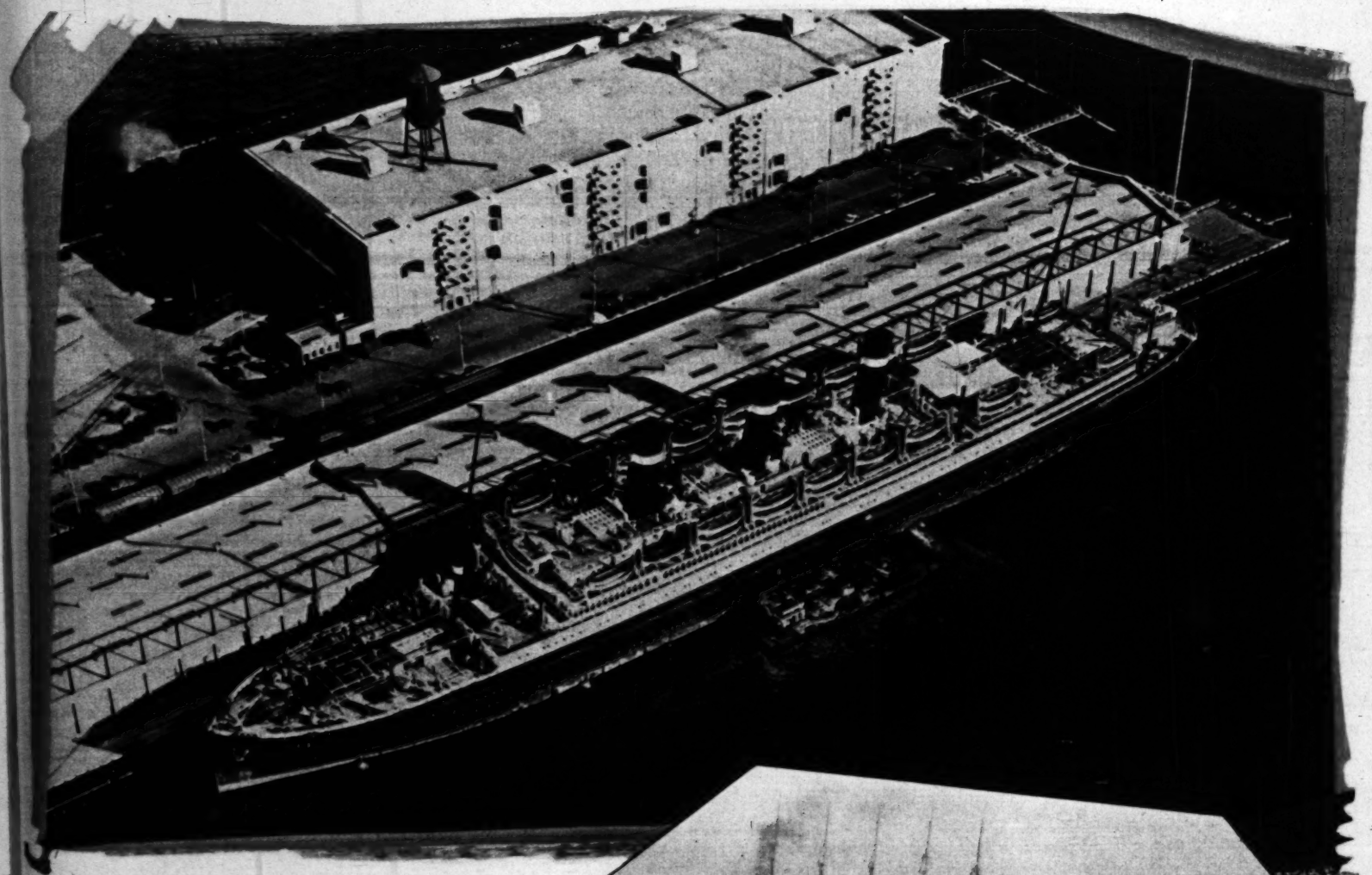
# DOLLAR

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Copyright Keystone Airplane Photos



Photo by Padilla

*Above is S. S. Belgenland, largest 'round the world liner afloat, in Los Angeles Harbor; below it is cotton waiting shipment and a view in the ship-yards.*

# HARBOR

By Waldo Drake

e removed in the project, extending from the thirty-five foot contour in the Outer Harbor north to Mormon Island —more than three miles in length and regarded as the most important work since the building of the breakwater.

The close of 1926 finds Los Angeles' port development plan, begun in 1912 and in which more than $30,000,000 was expended, practically complete—leaving the harbor with approximately sixteen miles of modern, deep-water wharves and terminals. The $600,000 Dominguez Viaduct on Anaheim Boulevard, under which all rail lines enter the port, was also completed—adding greatly to the safety factor and eliminating grade crossings.

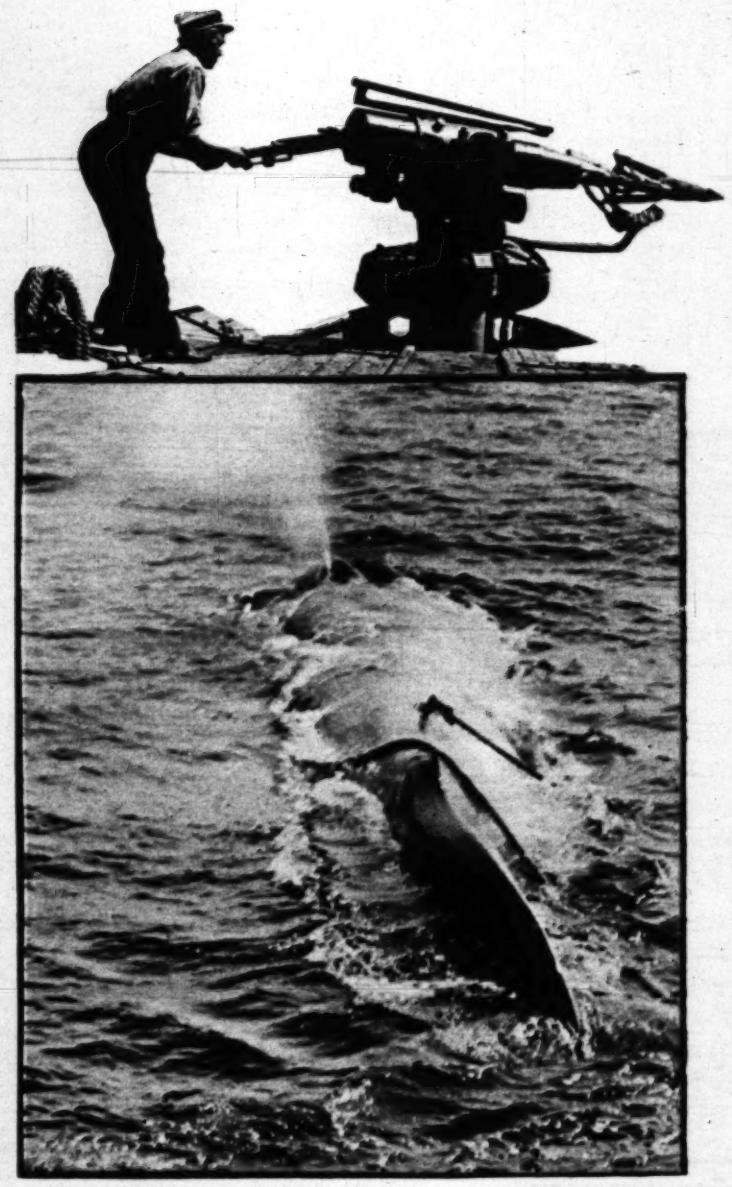
The East and West Basin areas of the harbor were both opened fully to deep-water commerce during the year, while the final units on the $3,500,000 Union Pacific Terminal, on Terminal Island, were likewise completed. Oil loading terminal facilities were so greatly augmented during the year that twenty-two tankers, with a capacity of 1,750,000 barrels of petroleum, may be simultaneously loaded at eight terminals.

The port gained a firmer hold as the world's greatest lumber import center by handling in excess of 2,000,000,000 feet of lumber from the Pacific Northwest during 1926, while it was gaining additional prestige by the great quantities of Cuban sugar, Central American mahogany and bananas and Gulf sulphur which passed over its wharves. All of these latter commodities represent new import fields.

Panama Canal records show that of that water-way's eastbound traffic more vessels are bound to Los Angeles Harbor than to any other port on the globe. As surely as the Orient develops its commerce with the world, Los Angeles Harbor's business must increase in direct proportion, so splendidly located that it is the only port lying directly on the Great Circle Route to the Far East.

"America's first line of defense," on the Pacific, is today guarded by twelve modern oil-burning dreadnaughts, two squadrons of destroyers, two submarine divisions, aircraft squadrons, mine squadrons and an effective base force that anticipates every material need of the combatant units.

This coming summer, when the Battle Fleet returns to Los Angeles from Panama and the Caribbean, it will be augmented by the largest and fastest fighting craft afloat, the new aircraft carrier Saratoga. This 43,000-ton giant, with a length of 875 feet and carrying as her flying complement nearly a hundred planes, will be the last major ship to join the fleet until 1934—when the United States builds her new capital ships under the Naval Limitations Agreement. Twenty-five thousand Navymen know the waters of Southern California and ports as their home.



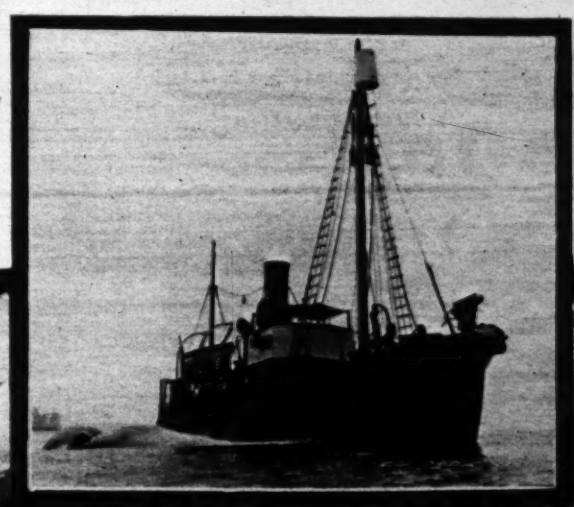
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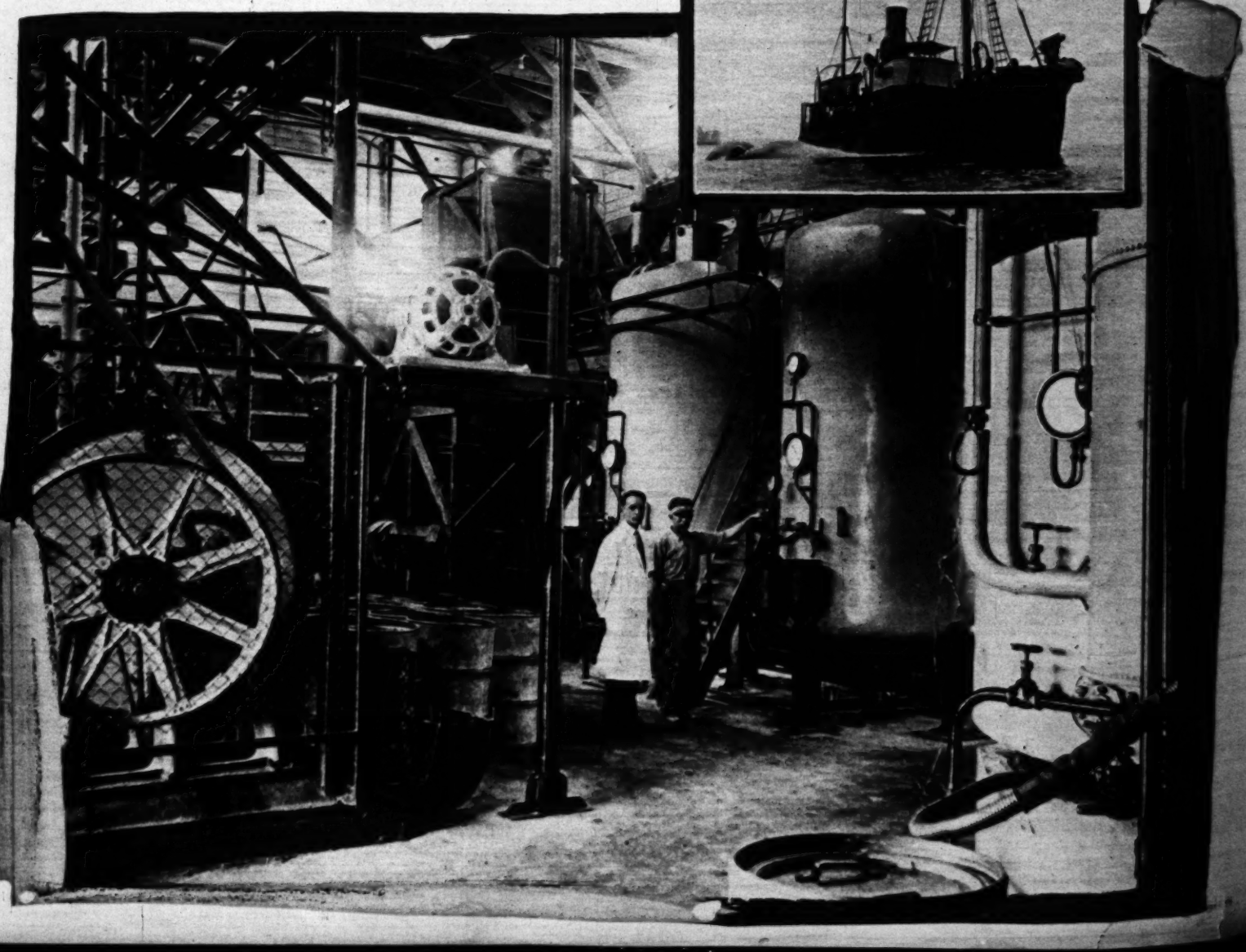
## Southern California's Fish Industry

THOSE who still think of Boston as the fish-packing center of the country, of New Bedford as the center of the United States Whaling industry, and of Washington salmon as the principal commercial fish of the coast will have to revise their ideas in face of production of Los Angeles Harbor. The Tuna alone packed at Los Angeles this year exceeded in value the total salmon pack of the Pacific Coast and was more than double the value of all the codfish packed in the United States.

During the last few years Los Angeles has become a great whaling center. Two companies now base at the Harbor. The Mexico Whaling Company with a 10,000-ton factory and tanker and four steel killing ships operate for 35 weeks a year off Magdalena Bay. During the first week of their 1926 season they killed 42 whales yielding 1,200 barrels of oil valued at $30,000. The season's kill will return around $800,000 and would have been at least a third larger had not operations been delayed by the arrival of the new factory ship, Espanarca, from Norway. From 500 to 1,000 whales should be the average season's kill

*The pictures on this page were taken by Times' photographer Spencer during a two days' whaling excursion out of Los Angeles Harbor. On the first day an 80-foot blue whale was killed 12 miles South of Catalina Island and on the second day a 90-foot blue whale was caught 10 miles north of Catalina Island. The first whale broke the 8-inch cable shown lying over its back in the picture and required three harpoons loaded with T. N. T. to land it. The boat used was the killer Hanka, of the Mexico Whaling Company, illustrated below.*









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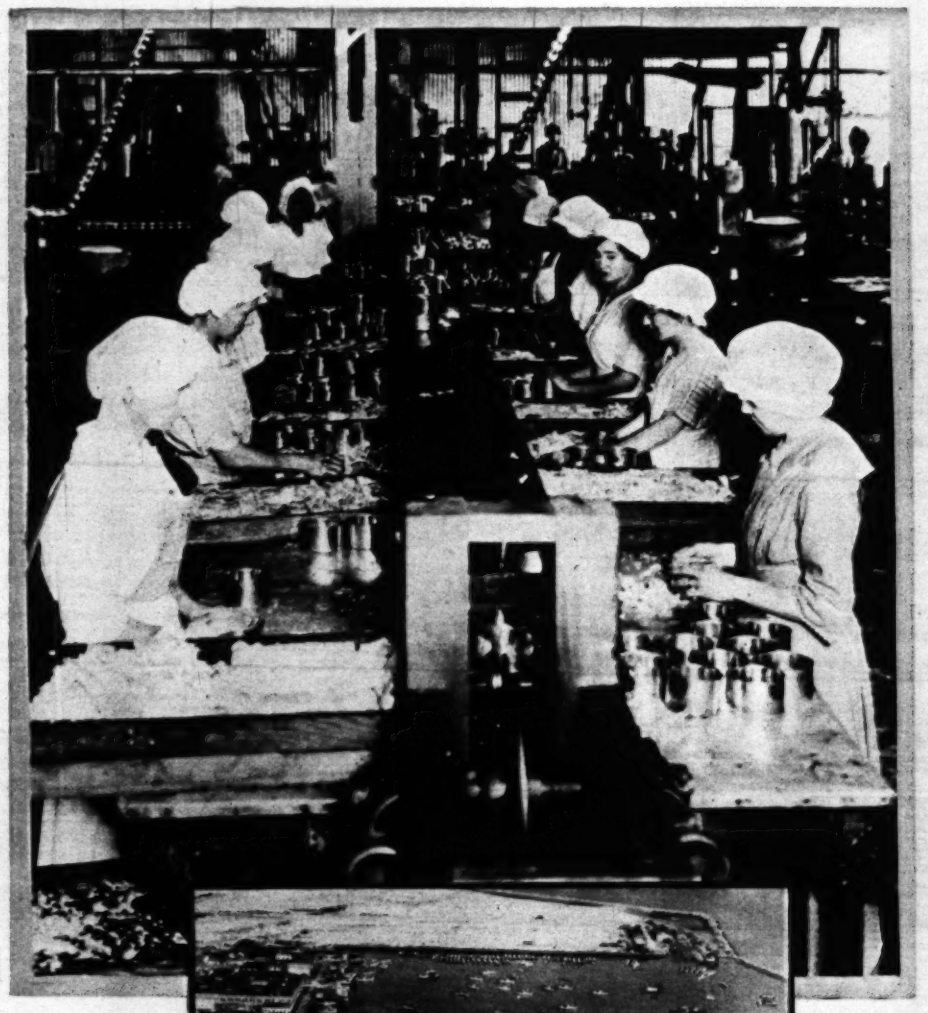
# to SARDINES

for this Company. The California Sea Products Company just established its factory ship off San Clemente Island last month. It has the same number of killing vessels as the Mexico Company and will operate in Southern California waters.

The average whale runs from 60 to 100 feet long and weighs in the neighborhood of 100 tons. The yield in oil from a good-sized whale will run from $2,000 to $3,000. The tongue yields a ton of edible oil which is used for giving body to various vegetable oil products. Until this year the edible whale oils were shipped East for final refining. The completion at Wilmington of the half-million-dollar plant of the Vegetable Oil Products Company, Inc., equipped to refine fish oils for edible and soap products, makes this unnecessary. Some forty soap factories in and around Los Angeles consume their share of the remaining oils.

Sardines and tuna form the bulk of the fish pack at Los Angeles Harbor. As the sardine is the natural food of the tuna they run in the same waters and are consequently handled by the same companies at different seasons of the year.

Southern California tuna, the dainty "chicken of the sea" has within a few years captured the world market, while Pacific sardines have come to be preferred to those of Biscay, Portugal, Scandinavia and Normandy. Some idea of the size of these allied industries at Los Angeles is given by the fact that in 1926 the 19 canneries at the Harbor turned out 51,763,200 cans of sardines and 60,215,040 cans of tuna—almost enough to make one can for every man, woman and child in the United States.



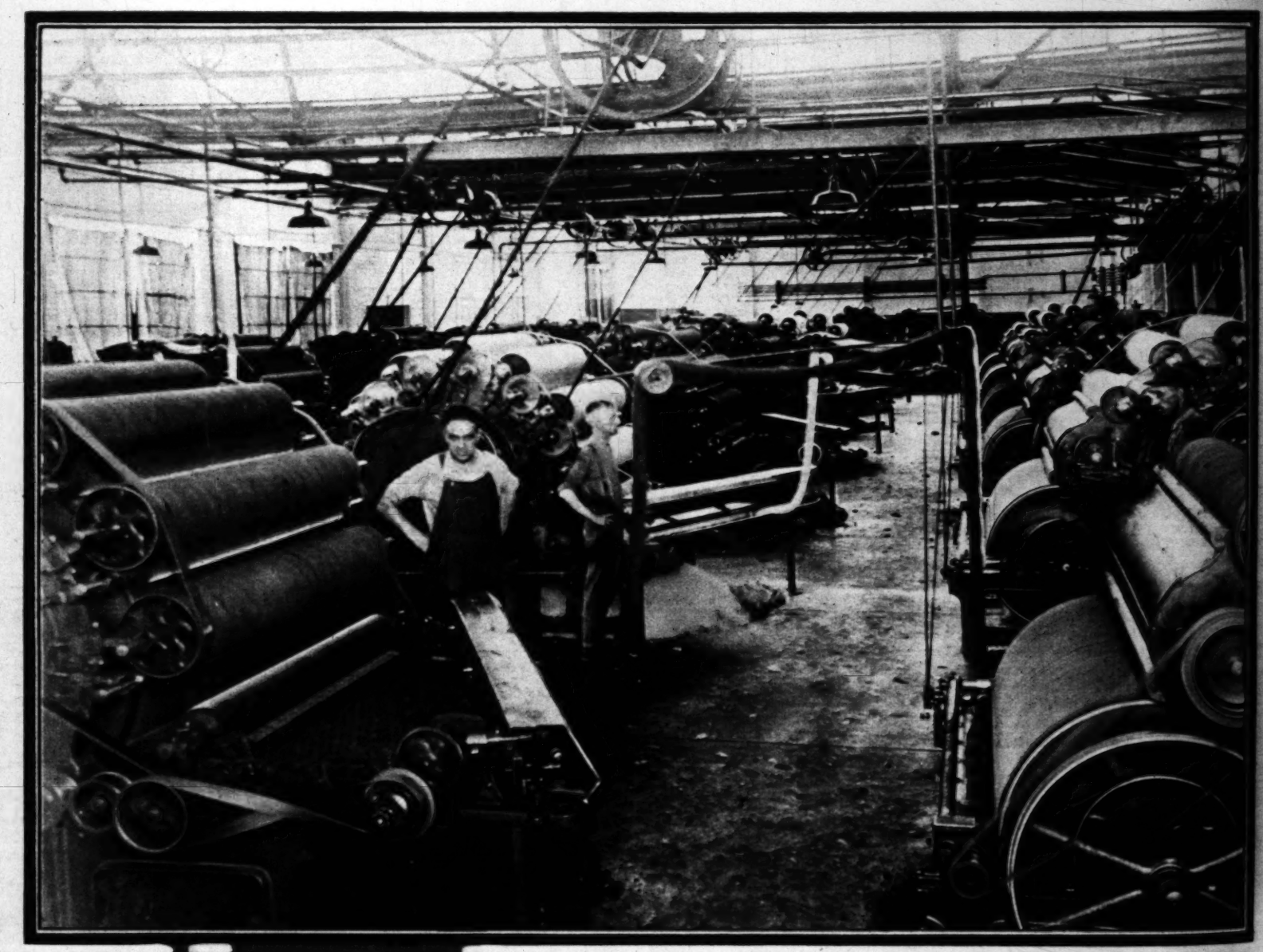


Copyright Spence Airplane Photos

*(At the top) A view in one of Southern California's fish canneries. (Below) Two views of the Los Angeles Fish Harbor.*



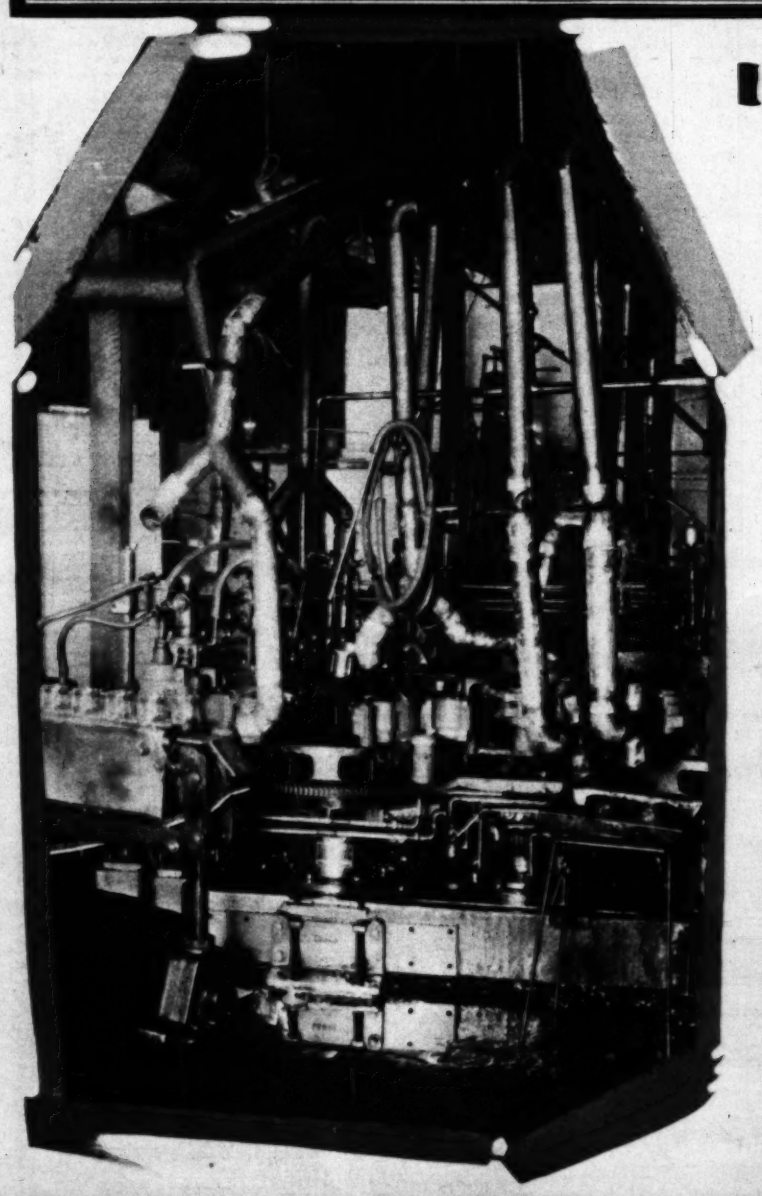

Photo by Padilla



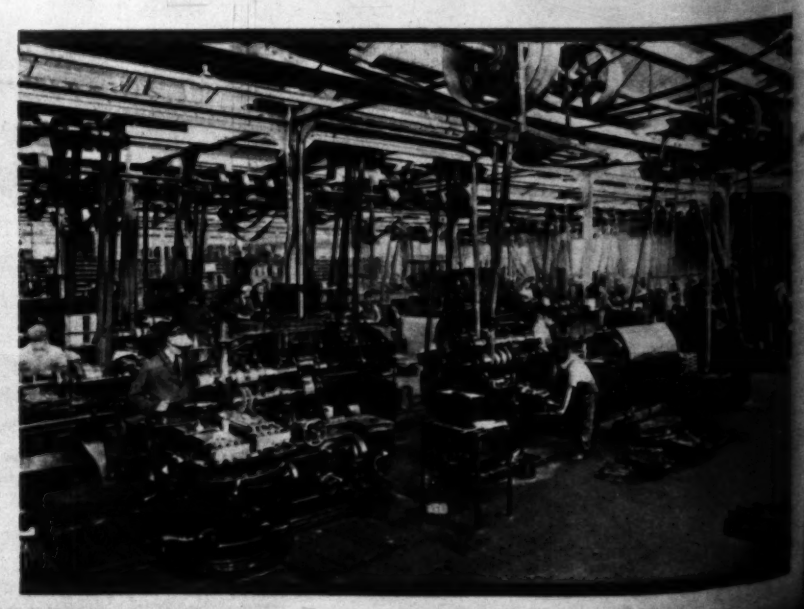
# INDUSTRIAL GROWTH

Even more remarkable than the population growth of Los Angeles is the increase of its industrial production. The output of factories two decades ago was comparatively insignificant and Southern California was famous largely because of its magnificent climate and topography and for its achievements in agriculture and horticulture. But the very advantages of climatic and other conditions coupled with the farsightedness of its people have contributed to the establishment of great industries.

Federal census of manufacturers show the value of manufactured products of Los Angeles City increased 300 per cent in the ten-year period between 1914 and 1924. The metropolitan area of Los Angeles produced manufactured products in 1925 having an estimated value of $1,250,000,000, placing the metropolitan Los Angeles district as seventh in the United States



*At the top is a view in a Southern California Woolen Mill turning out 60,000 yards of suitings and blankets a month. Below it is a view in a Long Beach glass factory showing glass tumblers being turned out in a steady stream. Below is the machine shop of one of the largest automobile plants in Southern California.*







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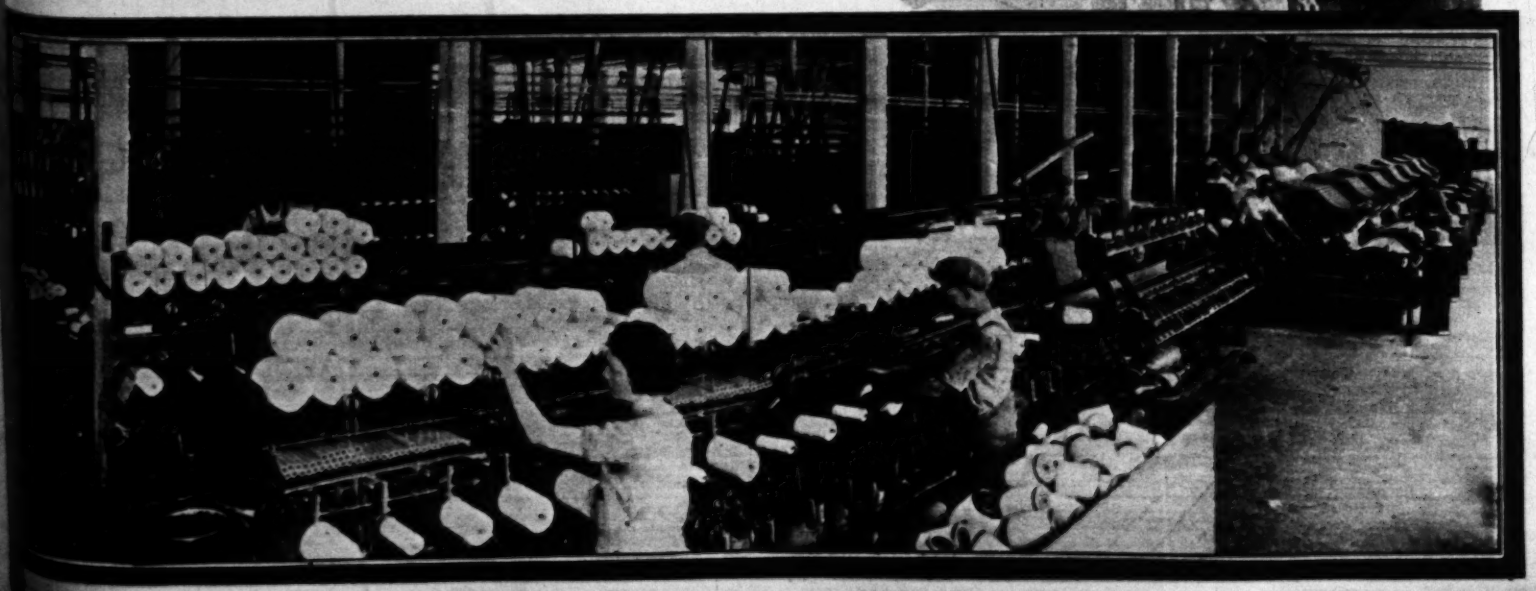
## of LOS ANGELES

in manufacturing. Los Angeles County in 1925 had 5,700 manufacturing industries, employing 170,000 people with an aggregate payroll of $320,000,000. New plants and additions to established ones indicate an increased output for 1926 and present activities forecast further immediate enlargement.

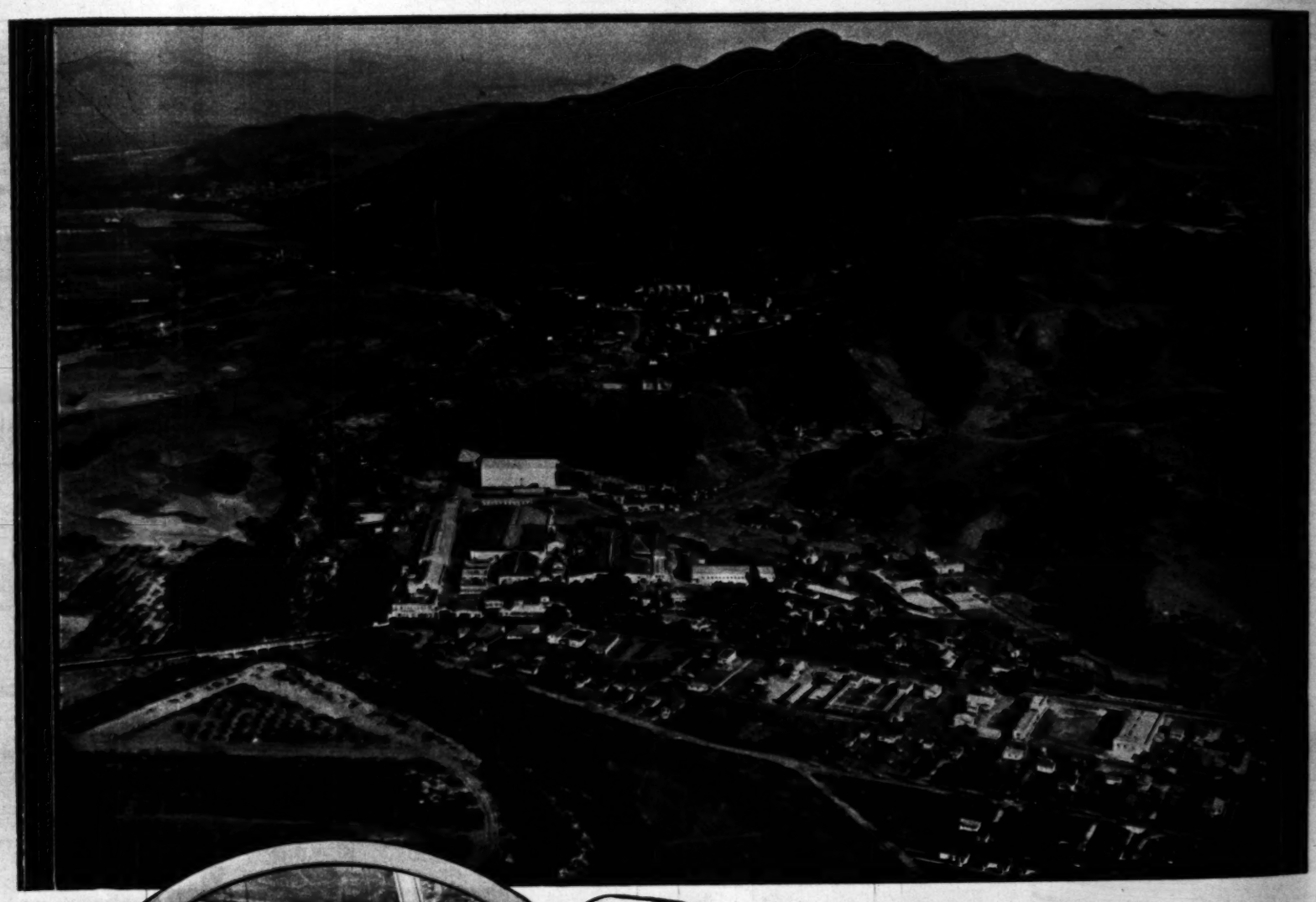
Some of the leading lines of production are iron and steel, food products, automobile parts, wearing apparel, gas stoves and appliances, building materials, woodworking, furniture, cement, canned goods, furniture, automobile tires, brick and clay products, soaps, paints, varnishes, sheet metal and glass.

The strategic location of Los Angeles with reference to world trade, its raw materials, its contiguity to sources of other materials and its superior working conditions have built up the industries of Los Angeles with the rapidity already mentioned and are encouraging the location of many other factories.

*The huge steel press above, and the horseshoe riveter below it, give some idea of the magnitude of the operations in iron and steel that are being carried on in the Los Angeles Foundries and structural steel works. The textile industry is represented below by a view in a large wire and cable plant operating in Orange County.*



December 28, 1926.]





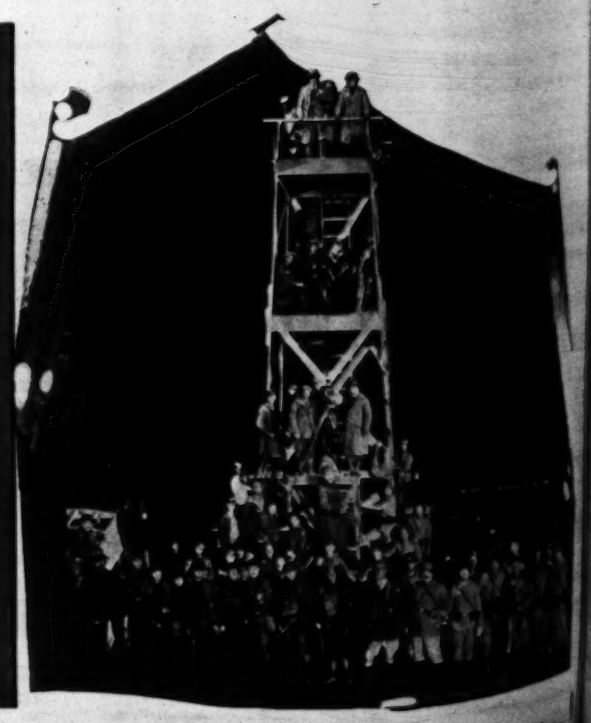
# Behind the SILVER SCREEN

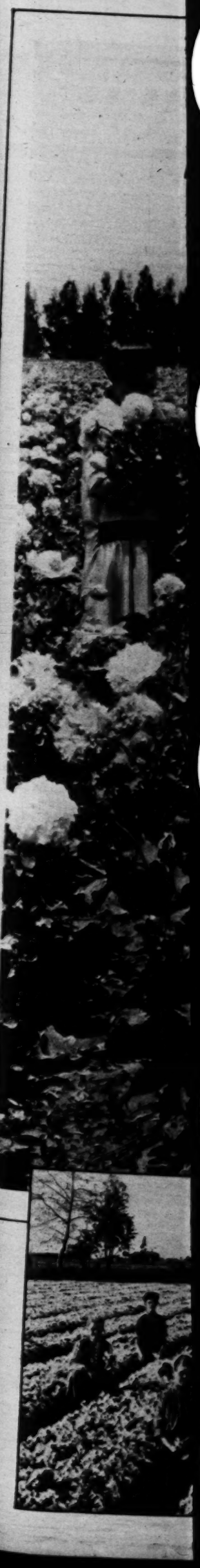
THE MAKING of motion pictures, now the fourth largest industry in the world, stands at the head of 35 great basic industries of California. Eighty per cent of all pictures are produced at Hollywood in Los Angeles where 35,000 persons are employed with a weekly payroll of $1,250,000. The following figures prepared by the Hollywood Chamber of Commerce give an idea of the size of the industry and Southern California's part in it:

| | |
|---|---|
| Capital invested in motion picture productions in the United States | $1,500,000,000 |
| Capital invested locally | 1,125,000,000 |
| Capital invested in films, stories, costumes, etc. | 375,000,000 |
| Percentage of pictures made in California | 85% |
| Percentage of pictures made in New York | 11% |
| Percentage of pictures made elsewhere | 4% |
| Average weekly attendance at picture theaters in U. S. | 130,000,000 |
| Average annual attendance | 6,760,000,000 |
| Total annual paid admissions at 35c each | $2,366,000,000 |
| Payroll for 50 weeks at $1,500,000 per week | $75,000,000 |
| Engraving, advertising, etc., annually | 67,000,000 |
| Total | $142,000,000 |
| Estimated production in Hollywood for 1926 | $225,000,000 |
| Production in 1925 | $165,000,000 |

The illustrations on this page take one behind the silver screen to the places where the pictures are made. At the top are two airplane views of studios. The reflectors on a motion picture set at the left show how California sunlight is directed to produce the best results. The tower below holds four cameras shooting the same scene from different levels.









## SCREEN

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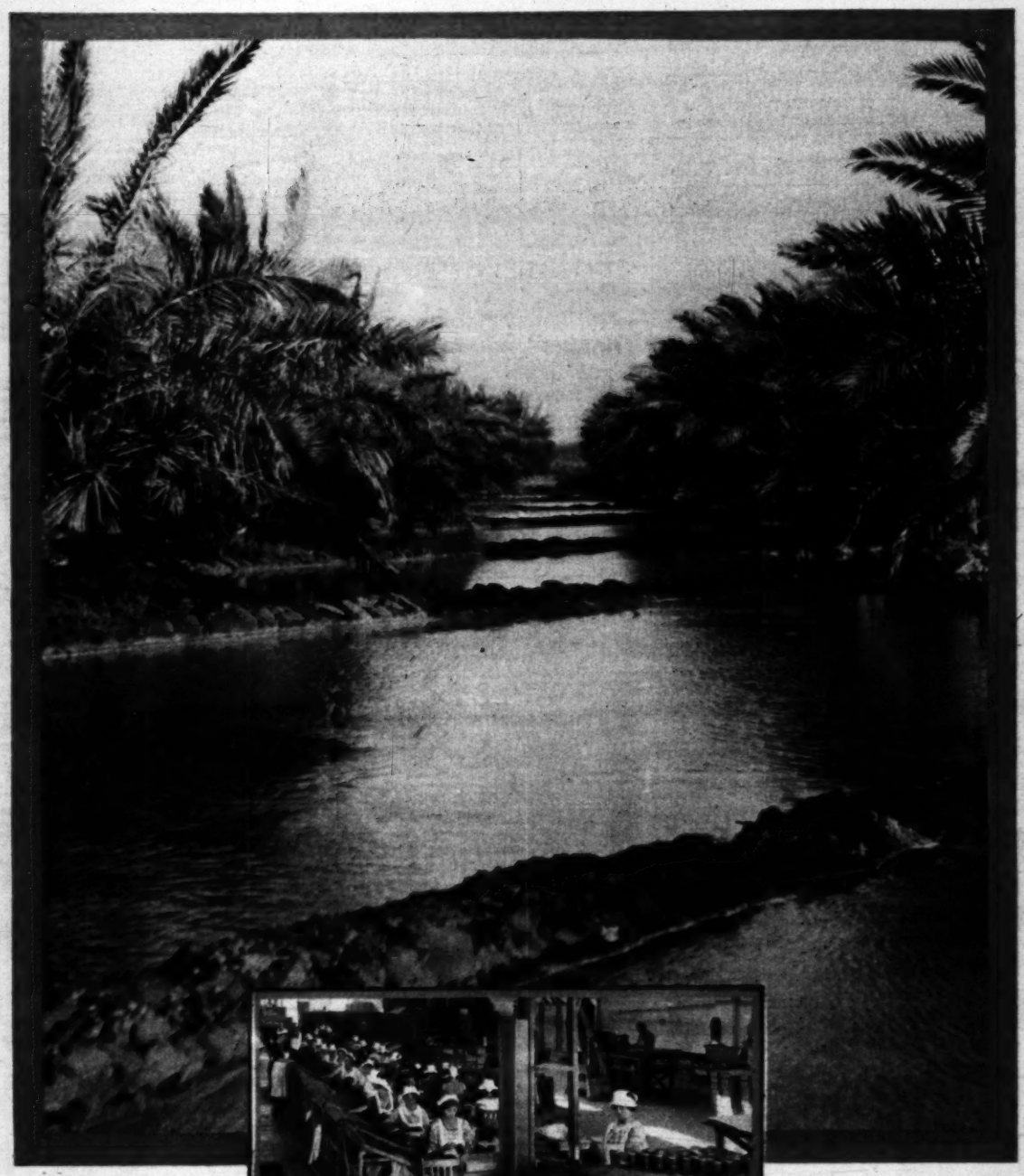




*Above is a field of poppies crossed with carnations. Below it is a winter scene in a friesia nursery in Orange County.*

# In Industry of FLOWERS

TONS of flower seed are shipped annually from Los Angeles to Europe, Africa, the Orient and Pacific Islands. The proprietor of the largest flower-seed farm in the world, located here, was recently awarded the only gold medal ever given a foreigner by the Royal Horticultural Society of London. This award was for a dahlia-flowered zinnia. Twenty tons of zinnia seed alone are annually harvested at this farm. Another flower-seed farm has attracted world-wide attention for its preservation and cultivation of several hundred varieties of California wild flowers and native trees and shrubs. California leads the country with over 4,000 native plants that might be lost without some such industry preserving and capitalizing them. There are in all 484 nurseries in Los Angeles County occupying from 3,000 to 4,000 acres, many of which specialize in choice flower seed.





# The Protection of CALIFORNIA FRUIT

CALIFORNIA has an investment running into billions of dollars in its orchards, gardens and farms, and thorough precautions are taken to safeguard this investment. The scientific exclusion of insect pests from the state saves the growers annually millions of dollars and makes possible the growing to maturity of certain kinds of fruit, such as olives, which cannot be harvested ripe anywhere else except in California on account of the worms caused by the fruit fly.

Every county in California maintains a corps of inspectors, all of whom are also state deputies and some of whom are federal officers. Los Angeles county alone spent last year $34,000 in salaries for men to inspect imports and control pests. Not one of the thirteen million packages, trees and plants that came through 225 post offices, express offices and freight stations in the county escaped careful scrutiny.

Shipments into the state are condemned only when the pest or disease quarantined against is not subject to control. Otherwise, the trees or plants are fumigated with hydrocyanic acid gas or, as in the case of bulbs which might be infested by nematodes, dipped into warm water.

Efficient and hearty cooperation is given by the railroads and all transportation companies in this work as they fully realize the necessity for protecting the enormous tonnage that is shipped by the fruit and vegetable industry of the state.

*A fully-matured date garden, such as that shown above under irrigation in Coachella valley, is probably the most valuable fruit land in the world. Dates from the Valley are now being packed at the modern plant at Monrovia, shown below. At the bottom of the page is one of Imperial Valley's grape-fruit orchards. 82,000 new grape-fruit trees were set out in the Valley this year.*





# The New E LIVE ST

*Photographs and T*
by ROBERT T. LY

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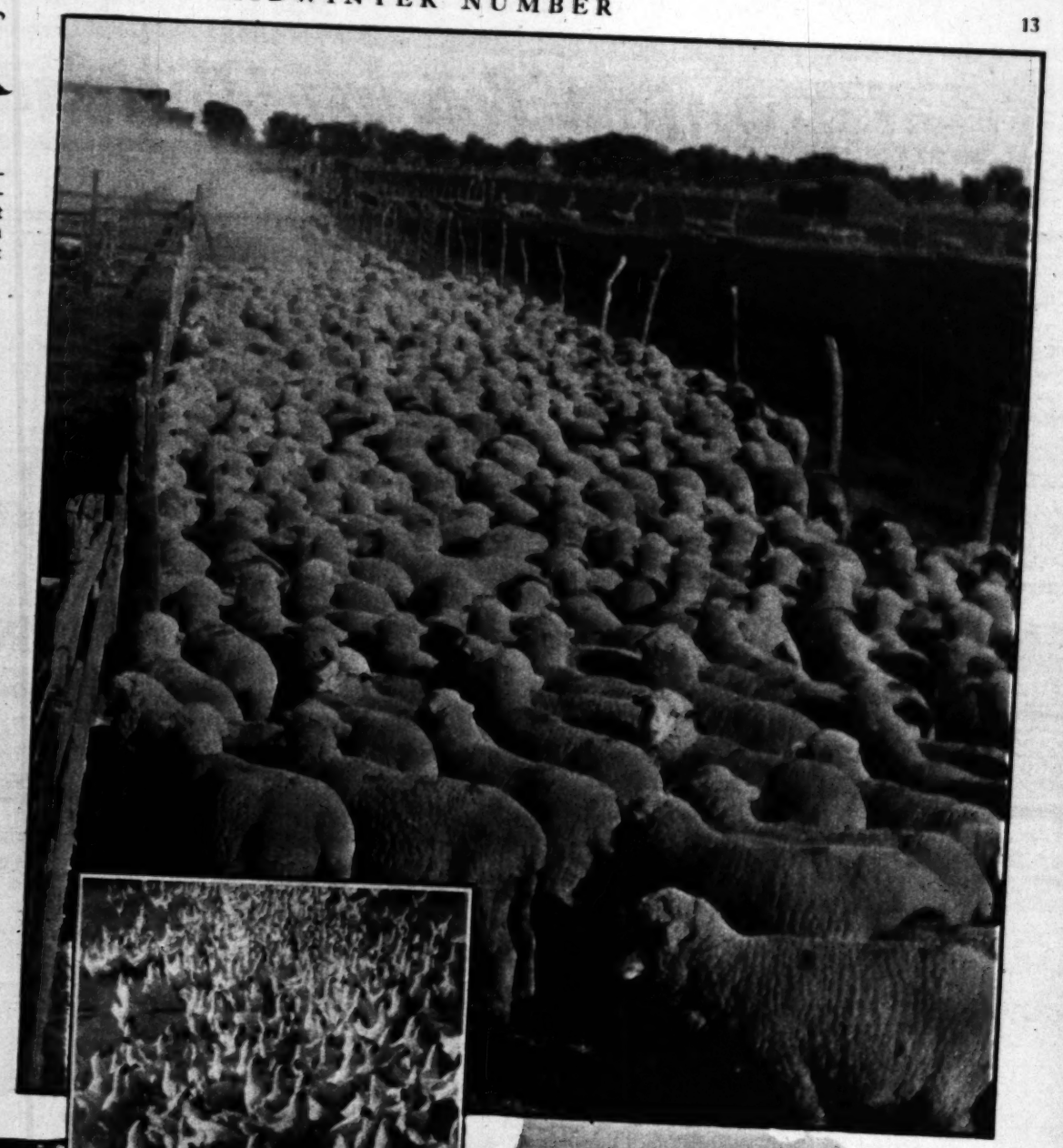




# The New Era of LIVE STOCK

*Photographs and Text*
by ROBERT T. LYANS

THE LIVESTOCK industry of California represents a 1926 valuation of $157,243,000, showing a gain of 2.5 per cent in number of head over last year and a gain of 7.9 per cent in value per head. Out of a total of 126,231,637 pounds of butterfat produced in the State, in 1925, Los Angeles County produced 13,403,155 pounds, taking first rank among the counties of the state, with Merced, Stanislaus and Tulare ranking next in order. Los Angeles' big lead in this respect is due partly to increased population but to a much larger extent to the dairymen themselves who have taken advantage of the local cow testing association, eliminating the low producing cows, and the consistent use of pure-bred sires. The Los Angeles County Farm Bureau Cow Testing Association, which now has the largest cow enrollment of any in the United States, reports an average of 346 pounds of butterfat per cow for all member cows during the past year, as compared to 220 pounds of fat for all cows in the State. This association has more than 8,000 cows enrolled this year for testing work. In all other branches of the State's livestock industry the farmer is filling the consumer demand for high-quality beef, pork and mutton, in addition to butter, poultry and eggs, and the State is doing her full share in maintaining the nation's eight-billion-dollar livestock industry and one-billion-dollar poultry industry. More diversified farming is showing a better-balanced system of agriculture in this section, and the addition of more quality livestock to the regular program is going a long way toward solving soil fertility problems. Particularly is this true of citrus growers, who have taken hold of the national baby beef campaign now being waged, and are finishing some of this choice stock for the trade, and incidentally enriching their groves for more bountiful future crops.





# California's Largest National Bank



HEAD OFFICE - SIXTH AND SPRING - LOS ANGELES



INTERIOR - SEVENTH and SPRING OFFICE

RESOURCES MORE THAN 130 MILLIONS ~

MERCHANTS NATIONAL TRUST AND SAVINGS BANK

*A Consolidation of*
HELLMAN COMMERCIAL TRUST & SAVINGS BANK
THE MERCHANTS NATIONAL BANK OF LOS ANGELES

*Thirty-five Offices in* LOS ANGELES · HOLLYWOOD · SAN BERNARDINO · REDLANDS
RIVERSIDE · SAN PEDRO · GLENDALE · VERNON · HUNTINGTON PARK · BELL

# BARNSDALL

## BRIGHT STOCK

*Red and Pale Oils* *Steam Refined Stock*

LUBRICATING OILS

FOR THE

AEROPLANE AUTOMOBILE TRUCK TRACTOR

IN TANK CARS or MIXED CARLOADS in BBLS.

BARNSDALL WELLS—ONLY CRUDE OF HIGHEST LUBRICATING VALUE IS SELECTED

BARNSDALL PIPE LINES—ABSOLUTE PROTECTION TO OUR GUARANTEE

BARNSDALL REFINERIES—COMPLETE AND CORRECT IN EVERY DETAIL

BARNSDALL TANK CARS—LATEST IN DESIGN AND CONSTRUCTION

GUARANTEEING QUANTITY, QUALITY, UNIFORMITY, PROMPT DELIVERIES. THE USE OF BARNSDALL BRIGHT STOCK IS SUBSTANTIALLY REFLECTED IN THE INCOME OF THE REFINER AND BLENDER. STUDY THE CURVE OF CONSTANTLY INCREASING CONSUMPTION AND DEMAND FOR EFFICIENT LUBES; YOUR ACCURATE GUESS WILL BE THE PURCHASE OF BARNSDALL PRODUCTS.

*BE SQUARE PRODUCTS*

PRESTIGE
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IS
RECOGNIZED
EVERYWHERE

BARNSDALL
PACIFIC COAST
AGENCY

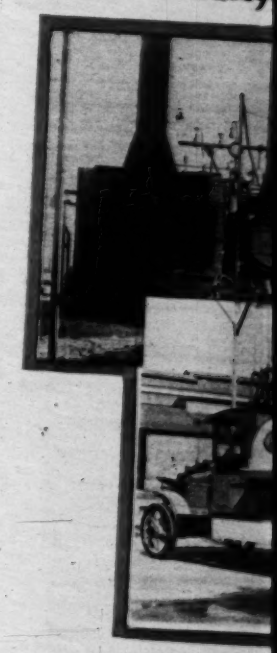
LOS ANGELES
416 W. 8th St.

MORELL LAW
REPRESENTATIVE



EARL B. GILMORE,
PRESIDENT OF THE
GILMORE OIL COMPANY

Birdsey



One of the gian
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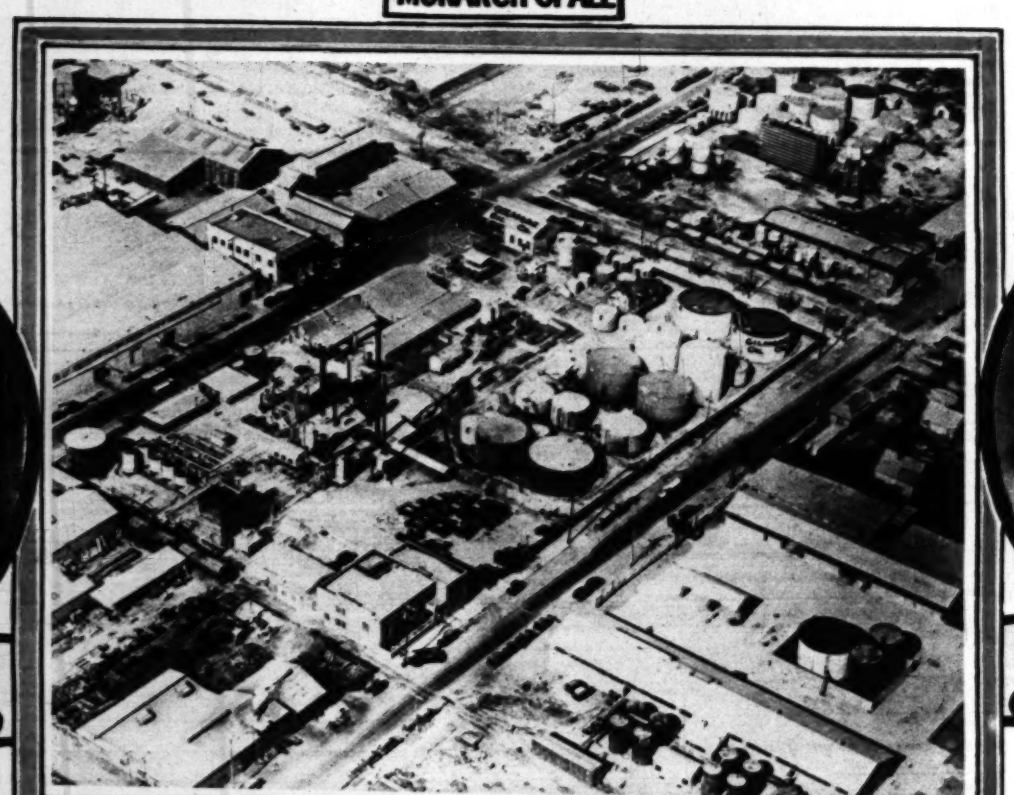


GILMORE OIL PRODUCTS
MONARCH OF ALL





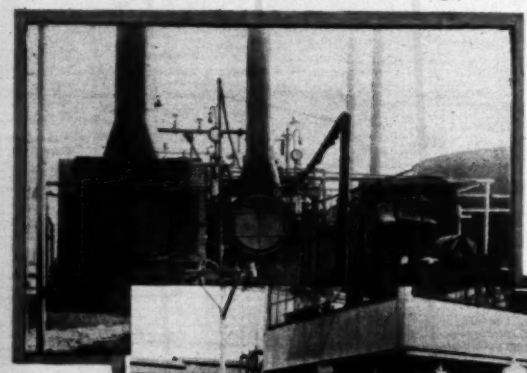
EARL B. GILMORE,
PRESIDENT OF THE
GILMORE OIL COMPANY



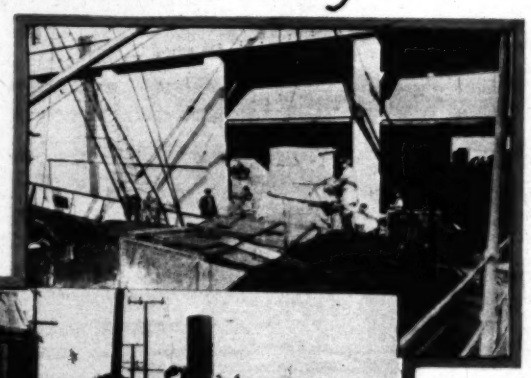


CLARENCE S. BEESEMYER,
THE GILMORE OIL COMPANY'S
VICE PRESIDENT AND TREASURER.

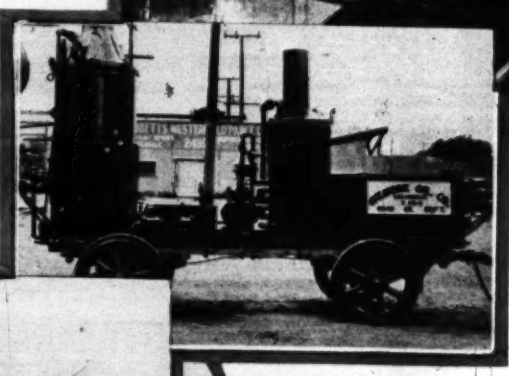
*Birdseye view of the huge main plant and general offices of the Gilmore Oil Company*



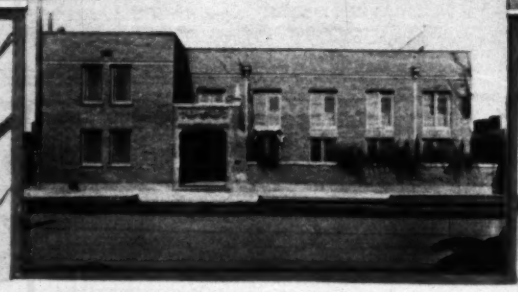
On the left is one of the many Gilmore Road Oil Stills which are kept going at full blast the year round. On the right is another boat being loaded with Gilmore Oil Products for the Orient.





One of the giant tank trucks that help supply the hundreds of Gilmore Service Stations of Southern California.



One of the Gilmore Road Oil Department's portable heating plants which goes far afield in the cause of better roads.

*General offices at the Main Plant of the Gilmore Oil Company*

# GILMORE OIL COMPANY

**PRODUCERS - REFINERS - MARKETERS - EXPORTERS**

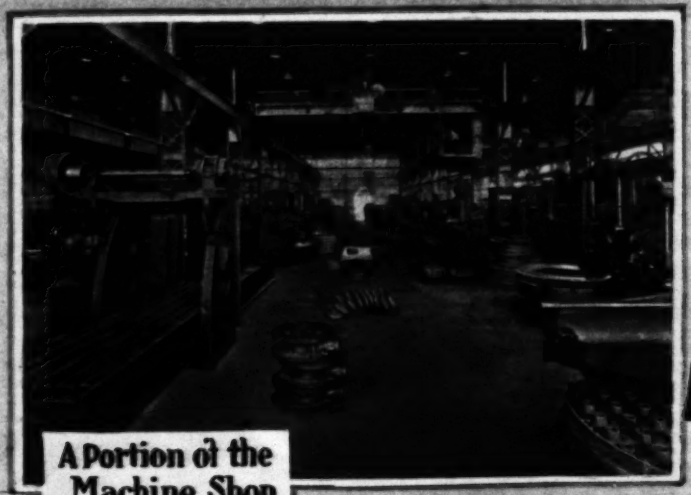
# C. F. BRAUN & CO.

## LARGEST METAL WORKING MANUFACTURING PLANT IN WESTERN AMERICA

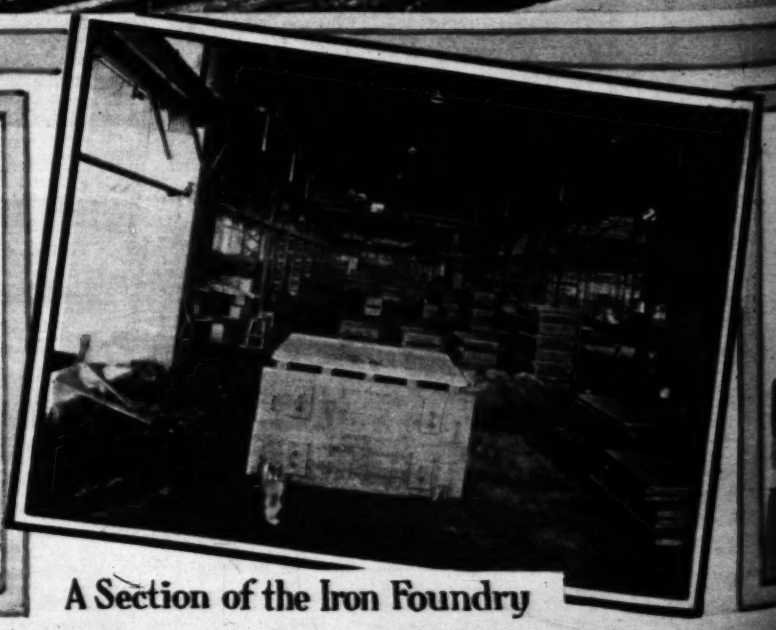





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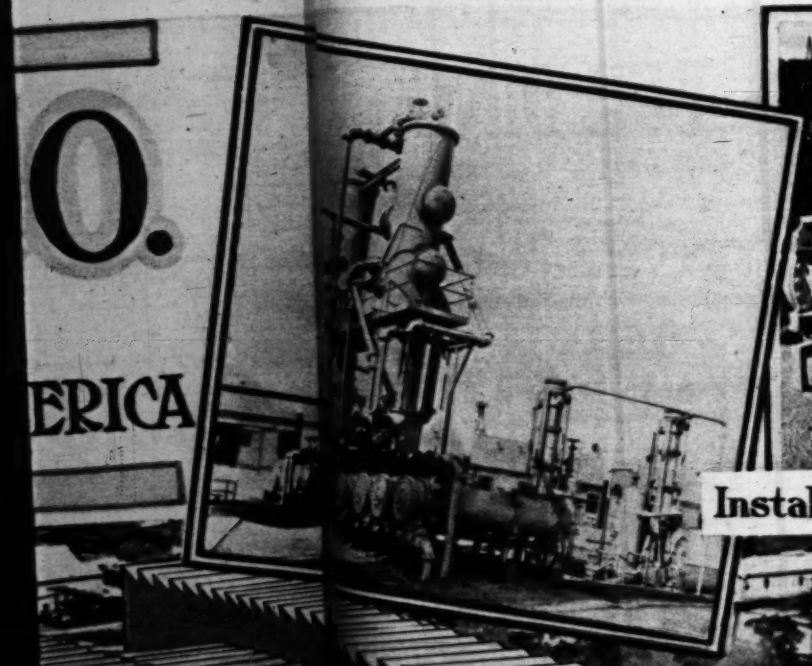


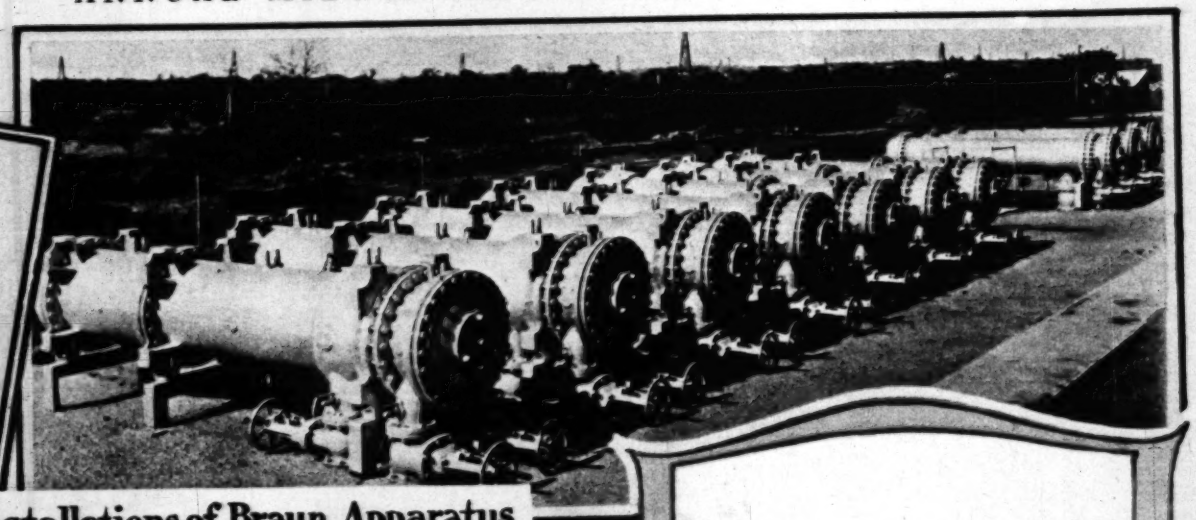
A Portion of the Machine Shop



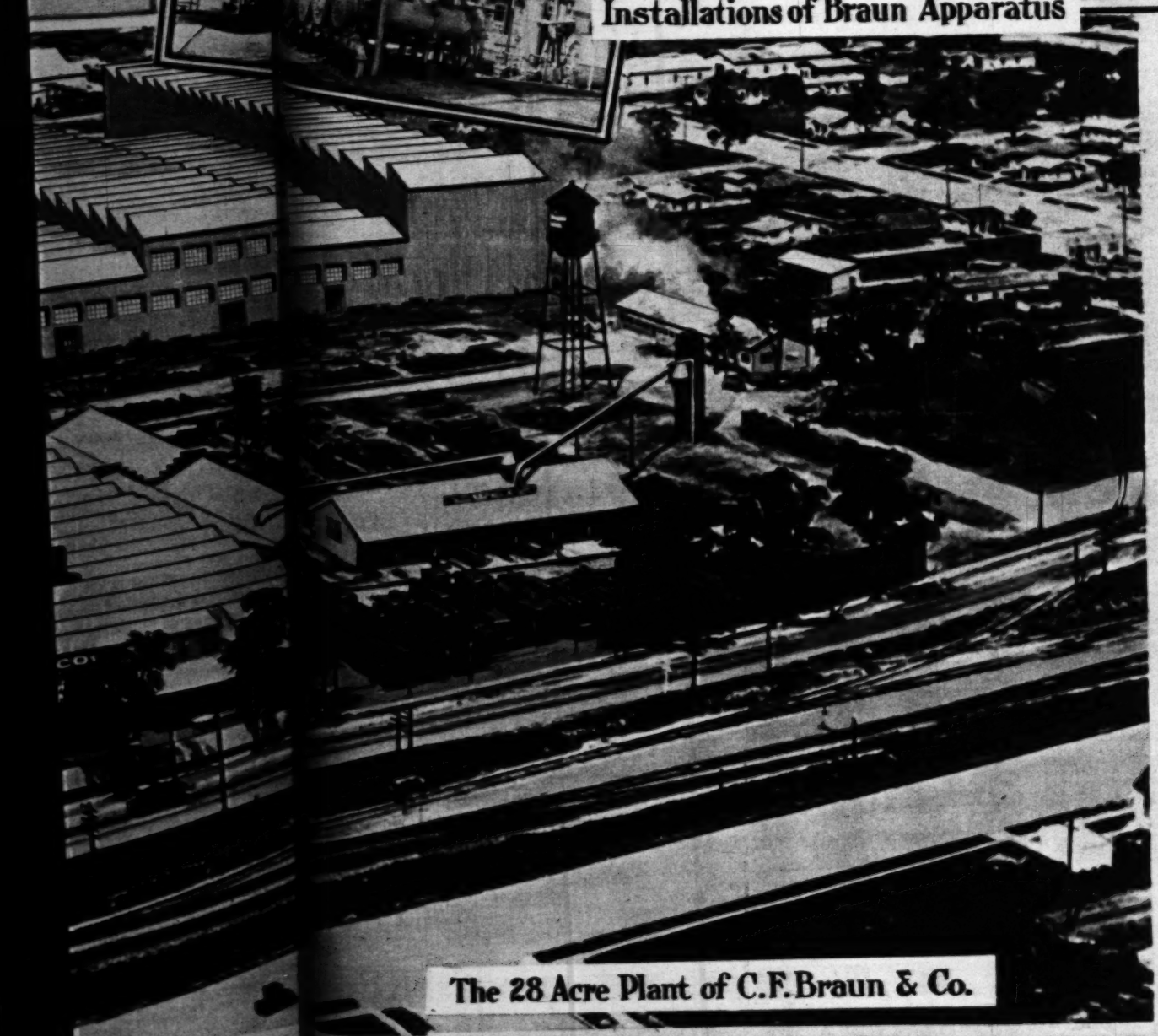
A Section of the Iron Foundry

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Installations of Braun Apparatus



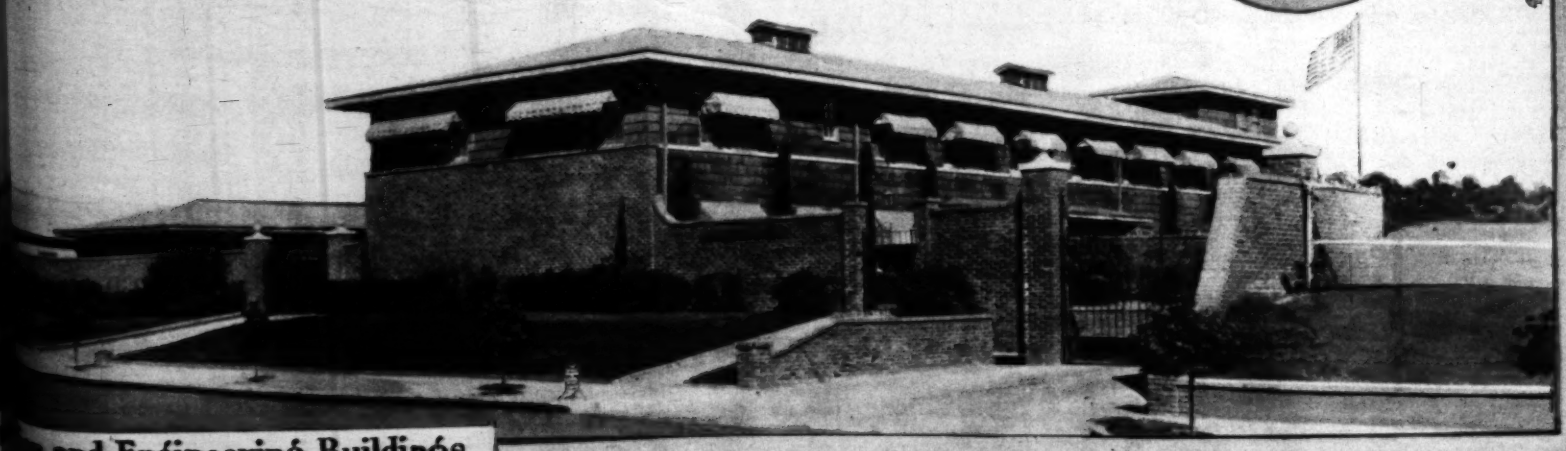
The 28 Acre Plant of C.F.Braun & Co.

THE factory of C. F. Braun & Co., located on a 28-acre tract in the Los Angeles Industrial District at Alhambra, is the largest manufacturing metal working plant in Western America. The organization and facilities are most complete, consisting of research and testing laboratories; iron, steel and brass foundries; machine, welding and erecting shops; pattern shop and wood mill.

The manufactured product is highly specialized and completely covered by patents. The apparatus is used for the refining of oils and the manufacture of gasoline; in steam power plants and gas works and in industries where heat transfer is the required prerequisite in manufacturing processes.

Apparatus is shipped by C. F. Braun & Co., to all parts of the world.

B



and Engineering Buildings

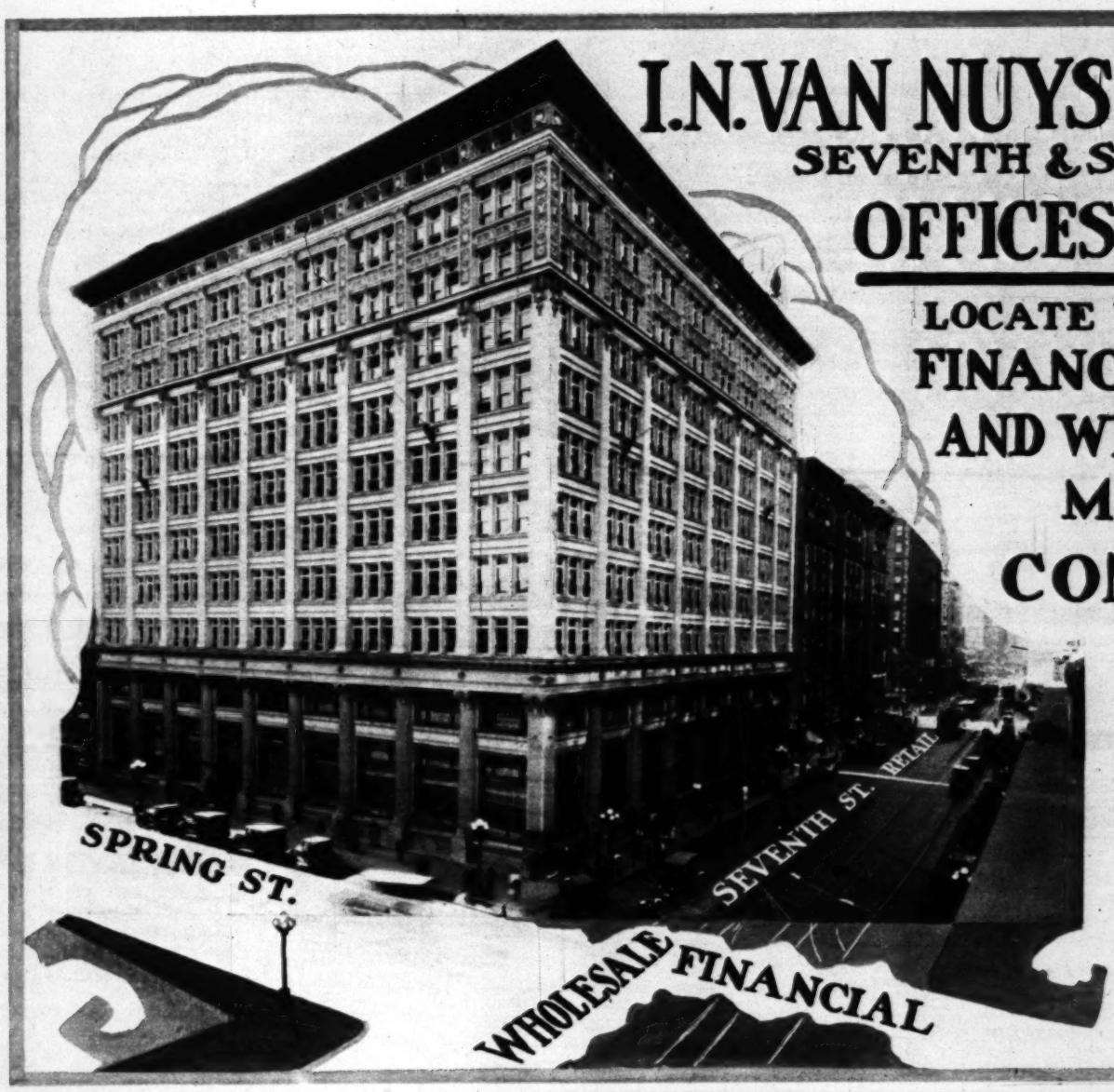
# I.N. VAN NUYS BUILDING

SEVENTH & SPRING

## OFFICES FOR RENT

LOCATE WHERE
FINANCIAL, RETAIL
AND WHOLESALE
MEET

CONSERVE
TIME
for
YOURSELF
and
CLIENTS
IN THIS
CENTRALLY
LOCATED
BUILDING




# WESTERN PACIFIC PAPER CO.

*(Formerly located at 1540 Industrial St.)*

*Carry a complete stock of*
KIMBERLY CLARK'S
*Book and Catalog Papers*
*at Their New Home*

**1231 S. SAN PEDRO STREET**
*(Corner of Pico)*






LDING
&
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SALE
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## *Premier Jersey Herd of the Pacific Coast in the Show Ring and*

## "One of the Most Outstanding Dairy Herds in the United States."

Excerpt of letter from the
AMERICAN JERSEY CATTLE CLUB

# LA LOMITA RANCHO

*"Where fashionable Blood lines are developing Blue Ribbon Jerseys"*

## *The Home of Registered Jersey Cattle*


FOUR DAUGHTERS OF "IMPORTED SYBIL'S GAMBOGE"

LA LOMITA RANCHO is a Jersey Breeding Farm located at Palms, a few miles west of Los Angeles. It comprises approximately 100 acres and is the home of the famous La Lomita Jersey herd, numbering 300 head of fashionably bred Jersey animals.

**BLUE RIBBON WINNERS**

During the past four years the herd has been the outstanding Jersey show ring head of the Pacific Coast, having taken the lion's share of blue ribbons and prizes in State and County Fairs from Phoenix, Ariz., west and north to Portland, Ore. On the 1926 Fair Circuit, a herd of thirty-two La Lomita animals carried away practically all of the ribbons and awards of the Annual California State Fair at Sacramento, the Ventura County Fair, Southern California Fair at Riverside, Los Angeles County Fair at Pomona and the Annual State Fair at Phoenix.

The herd has many remarkable Gold and Silver Medal and Register of Merit Cows. Milk from this ranch supplies daily a number of the leading Los Angeles hotels and country clubs.

**JERSEYS OFFERED**

La Lomita Rancho offers for sale imported-in-dam bulls, heifers of all ages and other choice Jerseys as foundation stock for future herds. Many family cows are also being sold from the herd.

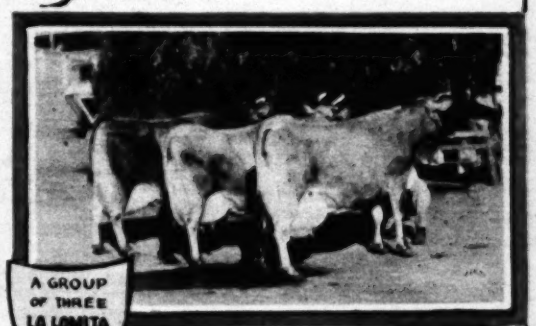
**YOU ARE INVITED**

to visit this Jersey breeding showplace of Southern California, where you will find ideal stock for any purpose. Photographs and prices sent upon request.

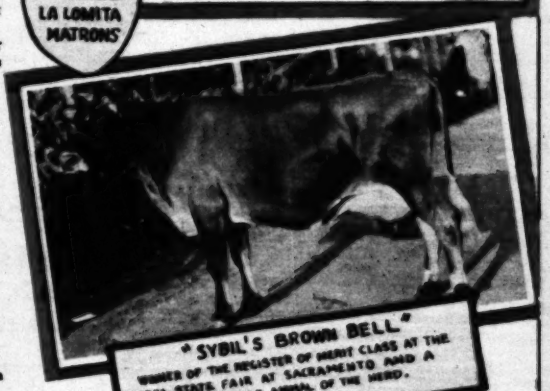
Herd is culled via the stock yard—not the sales route.

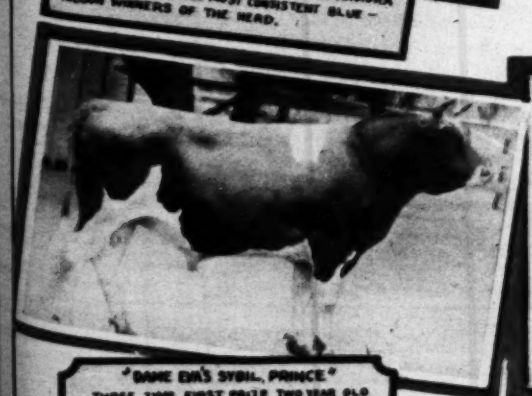
Federally accredited.

R. J. Wool, Supt. — LA LOMITA RANCHO, Palms, California — F. R. Bain, Owner.


A GROUP OF THREE LA LOMITA MATRONS


"IMPORTED SYBIL'S OXONIA"
GRAND CHAMPION AT BOTH THE STOCKTON AND VENTURA COUNTY FAIRS, ONE OF THE MOST CONSISTENT BLUE-RIBBON WINNERS OF THE HERD.

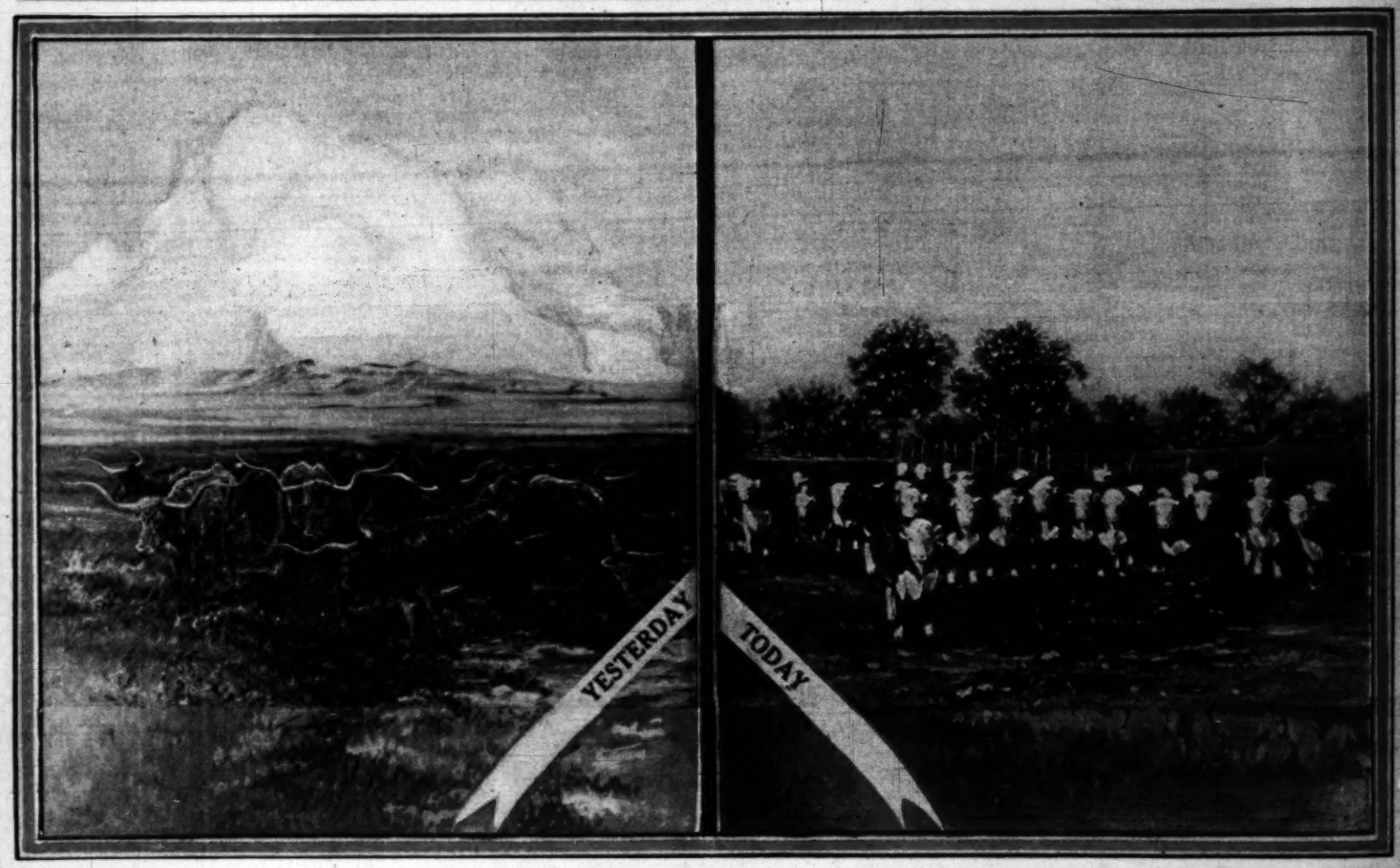

"SYBIL'S BROWN BELL"
WINNER OF THE REGISTER OF MERIT CLASS AT THE 1926 STATE FAIR AT SACRAMENTO AND A RECOGNIZED PRIZE ANIMAL OF THE HERD.


"BANE EM'S SYBIL PRINCE"
THREE TIME FIRST PRIZE TWO YEAR OLD BULL - AT VENTURA, AT RIVERSIDE AND AT THE LOS ANGELES COUNTY FAIR AT POMONA.


"MOLLY'S COUNT OF LA LOMITA"
ONE OF THE OUTSTANDING BULLS OF THE HERD. GRAND CHAMPION AT FOUR PCIFIC FAIRS AND ONE OF THE SIRES OF 300 JERSEYS AT LA LOMITA.


"UKRAINE"
PRODUCED 815 LBS. BUTTERFAT AND 16,096 LBS. MILK IN 305 DAYS. ONE OF THE LA LOMITA GOLD MEDAL COWS.

December 28, 1926.]




*Results of Proper Financing and Education of Cattlemen*

# Assets That Tell A Story

1st. Managing Officers with twenty years' continuous experience.
2nd. $1,000,000.00 paid in capital.
3rd. Practically unlimited credit with the Federal Intermediate Credit Bank.

A company with these assets should make a valuable connection for you in the placing of your excess livestock loans, or in the investing of your surplus funds in short-time, well secured paper.

## Southwest Cattle Loan Company

JNO. L. KNORPP, *President and General Manager*

Los Angeles Union Stock Yards — Los Angeles, California




CENTRAL MA
NOW

THE AVERAGE visi
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until thirty-six months
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The Central Manuf
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The Westland Wareh
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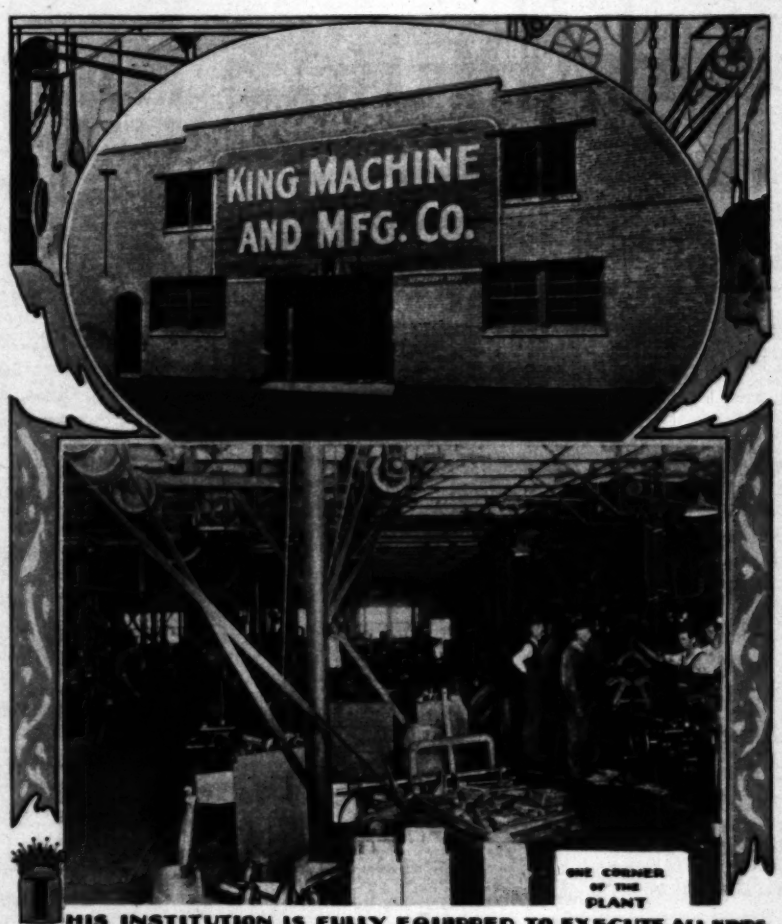
The District Club loc
the luncheon, semi-social

The Federal Cold
3,200,000 cubic feet of
house west of Kansas Cit

The Sperry Flour Co
one of the largest concer
stock and poultry feed m
serve the entire southwes

The pioneering days
Angeles are over, but wi
tioning to assist and mai
tracting and serving local
which are coming here to
territory.




THIS INSTITUTION IS FULLY EQUIPPED TO EXECUTE ALL KINDS OF MACHINE AND REPAIR WORK, INCLUDING HEAVY BORING-MILL, LATHE AND PLANER WORK AND CASTINGS OF ALL KINDS.

MANUFACTURERS OF

NATIONAL AIR COMPRESSORS ~ STEBBINS DRY CONCENTRATORS

BERLIN BENDING MACHINES ~ RENEWABLE AIR DRILL HEADS ~

KING MACHINE & MANUFACTURING CO.

TELEPHONES

HUmbolt-7987 ---- HUmbolt-2783

1171 EAST THIRTY-SECOND STREET ---------- LOS ANGELES

## CENTRAL MANUFACTURING DISTRICT NOW A PROVEN SUCCESS

THE AVERAGE visitor to that section of Los Angeles which is known as the Central Manufacturing District finds it difficult to understand that the progress made in that district has all taken place in the past three years. This busy section humming with the wheels of industry was, until thirty-six months ago, an undeveloped section of sandy and supposedly waste land along the Los Angeles River.

The Central Manufacturing District of Los Angeles was conceived, founded and is being developed by the same industrial community builders who are back of the Central Manufacturing District of Chicago, the country's outstanding industrial district.

Experience, faith, courage and ample capital have developed this Los Angeles tract of 225 acres of land and transformed it into a prosperous industrial city, the home of sixty industries, employing over 2,000 people. Concrete streets and sidewalks, parkways, water, gas, electricity and telephone facilities are supplied to industries locating in this section. The Western Union, Postal Telegraph and a modern industrial bank make the service complete.

The Los Angeles Junction Railway, privately owned neutral belt line, brings all railroads to the doors of the industries, eliminating entirely all lost motion and switching charges on line-haul tonnage. The joint freight agency serving this territory, has handled in the past four years, 71,830 carloads of freight involving a freight revenue of $9,984,252.00.

The Westland Warehouses handle eight per cent of all new automobiles reaching this territory for distribution.

The District Club located on the roof of the Tower Building is now the luncheon, semi-social and conference center for east side executives.

The Federal Cold Storage Company, a District industry, with 3,200,000 cubic feet of storage space is the largest cold storage warehouse west of Kansas City.

The Sperry Flour Company, well known on the Pacific Coast and one of the largest concerns in the country, has just completed its model stock and poultry feed mill and flour and cereal warehouse which will serve the entire southwest.

The pioneering days for the Central Manufacturing District of Los Angeles are over, but with a permanent organization constantly functioning to assist and maintain this district, it will continue to grow, attracting and serving local industries and the number of eastern concerns which are coming here to establish plants to reach this great consuming territory.

## LOS ANGELES UNION STOCK YARDS FAMILY ESTABLISHED INSTITUTION

IN COMMENTING on the establishment and growth of the live stock market in Los Angeles, Mr. J. A. McNaughton, vice-president and general manager of the Los Angeles Union Stock Yards, points out that the establishment of the market was a direct result of the steadily increasing consumer demand on the South Pacific Coast of the United States. This is particularly true in the territory directly adjacent to Los Angeles, which has more than doubled in population in the past five years.

Naturally, in founding the open central live stock market, the three principal considerations were: Consumer demand, accessibility of live stock production and the meat packing and distributing facilities in the territory to be served. After the interests who founded the yards had assured themselves of the presence of these three essentials, the market in Los Angeles was opened and the strides that have been made at the local yards have more than shown that their judgment was well founded.

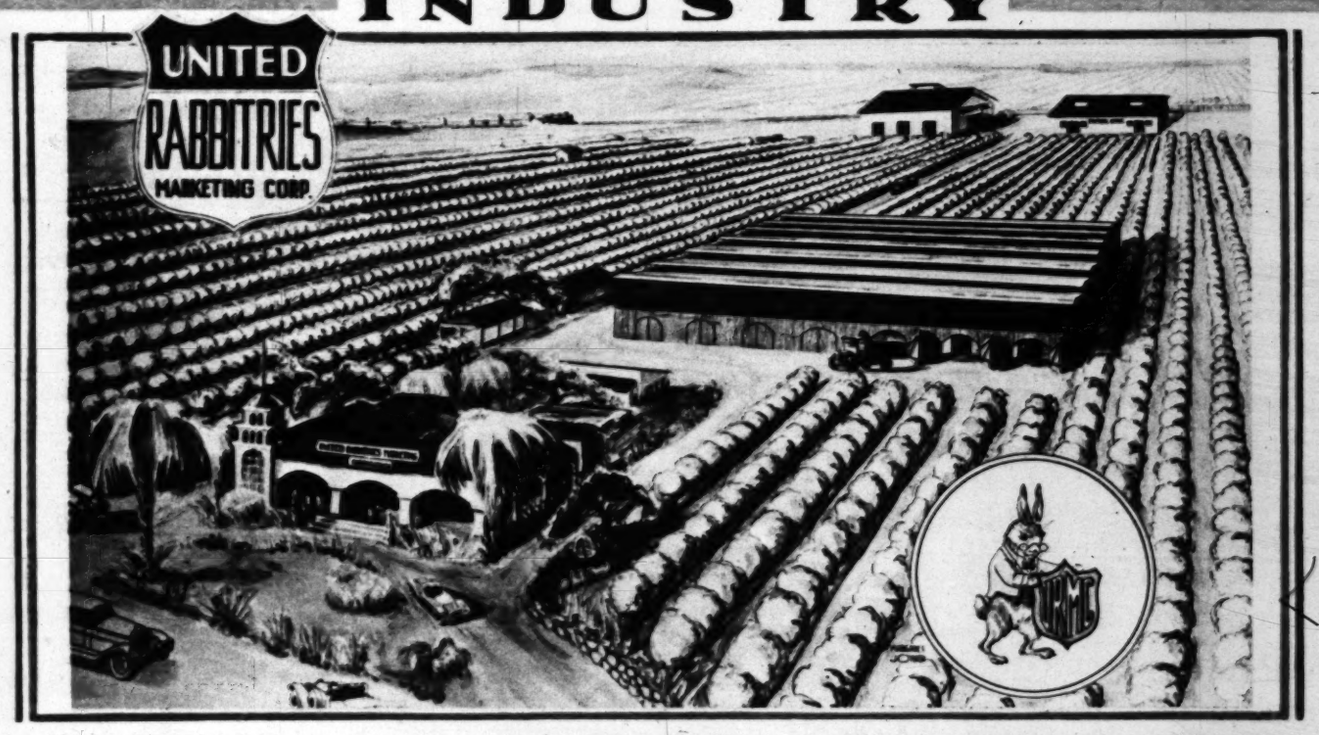
In four years of operations it has been necessary to expand the capacity of the Los Angeles Union Stock Yards three times, and present indications are that it will again be necessary to increase the facilities in the near future. Since the yards were opened, over 650,000 cattle, 275,000 calves, 900,000 hogs and 260,000 sheep have been handled. With the present volume of business over $25,000,000.00 per year are being expended for live stock at the local market, and this, of course, is steadily increasing, which is a very favorable indication of the steadily increasing consumer demand in the Los Angeles territory. There is no better gauge of the increase in population and the sustained prosperity of this section than the comparative figures indicating a steadily increased consumption of meat food products.

The most important feature to the Los Angeles territory in connection with the live stock market is the fact that nearly $75,000,000.00 have been expended at the market for live stock since the yards opened some four years ago, and this huge sum, to a large extent, has passed through Los Angeles trade channels, whereas, before the coming of the market it passed directly back to the country. Then, too, from the meat packing standpoint, the centralization of the live stock outlet at Los Angeles has been most important as it has effected many economies in the marketing of live stock which have, of course, been reflected to the benefit of the producer, packer and meat distributor and the ultimate consumer.

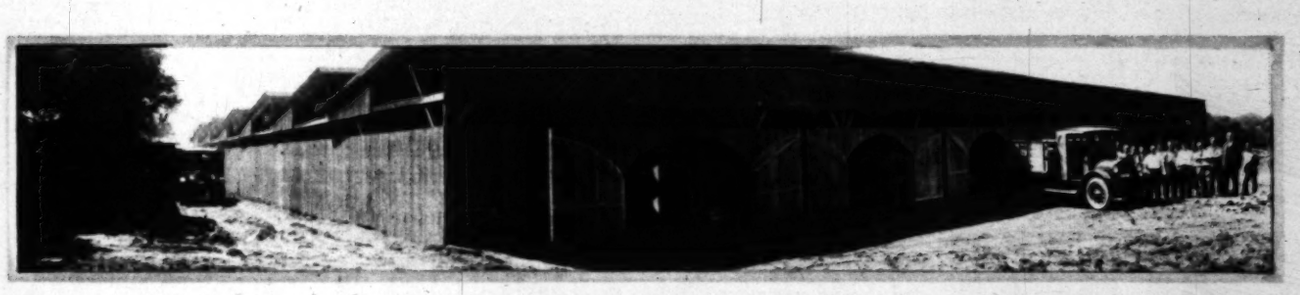
One of the outstanding features of the service which the yards organization has rendered to the live stock industry as a whole since the beginning of operations is the furnishing of an outlet to small producers. In the days before the coming of the open market, the small producer was forced to sell his live stock at the ranch without the benefits which accrue through open and competitive bidding, as carried out at the central market. There is now available to the small producer the same marketing privileges as there is to the large shipper and the gain in this class of business at the yards has been phenomenal, with an ever-increasing volume arriving both by rail and truck. Many small producers at distant points consolidate their shipments into carload lots and there have been as many as forty-three owners represented in four carloads of mixed live stock arriving at the market.

The Los Angeles market also has the distinction of having the largest number of local fat live stock buyers of any market west of Chicago, and at this time they are represented regularly from eighteen regular packers, as well as from twenty to thirty small operators, with the result that in recent months around 70% of all cattle slaughtered in this territory have been purchased through the market at the Los Angeles Union Stock Yards.

# California's Million Dollar Rabbit INDUSTRY



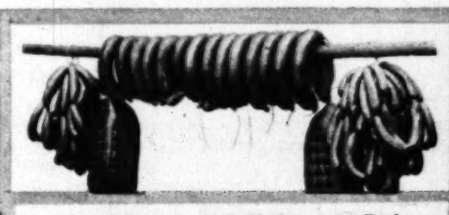

Bird's-eye view of U. R. M. Corporation 15-acre plant, where hundreds of thousands of rabbits are used yearly for the Fresh Meat Markets and manufacture of Rabbit Sausages. America's great Fur Trade uses all the pelts from this plant for the manufacture of Fur Garments and Felt Hats.



Rabbitry where 30,000 Breeding Rabbits are raised per year to supply the demand for breeding stock. Buyers of this stock sell their entire output to the U. R. M. Corporation, who, in turn, market the Meat, Furs and By-Products all over the United States.




Feed Mill, where seventy tons of Fitzgerald's "Bunny Food" is manufactured daily. This wonderful Rabbit Food is sold all over the Pacific Coast.



Four of the twelve U. R. M. Corporation Products—Rabbit Frankfurters, Liver Sausage, Bologna and Pressed Meat Loaf.



Inside aisle of Rabbitry, showing the U. R. M. Corporation Hutches, which are manufactured by the United and sold to breeders who want sanitary and economical housing for their rabbits.

TRADE MARK REG. U.S. PAT. OFFICE.

## UNITED RABBITRIES MARKETING CORPORATION

FOOTHILL BLVD. AT DUARTE
P. O. BOX 57—MONROVIA, CAL.

***BIG PROFITS ARE BEING MADE IN RAISING AND MARKETING RABBITS-WRITE FOR BOOKLET!***

abbit



Rabbit



R. M.



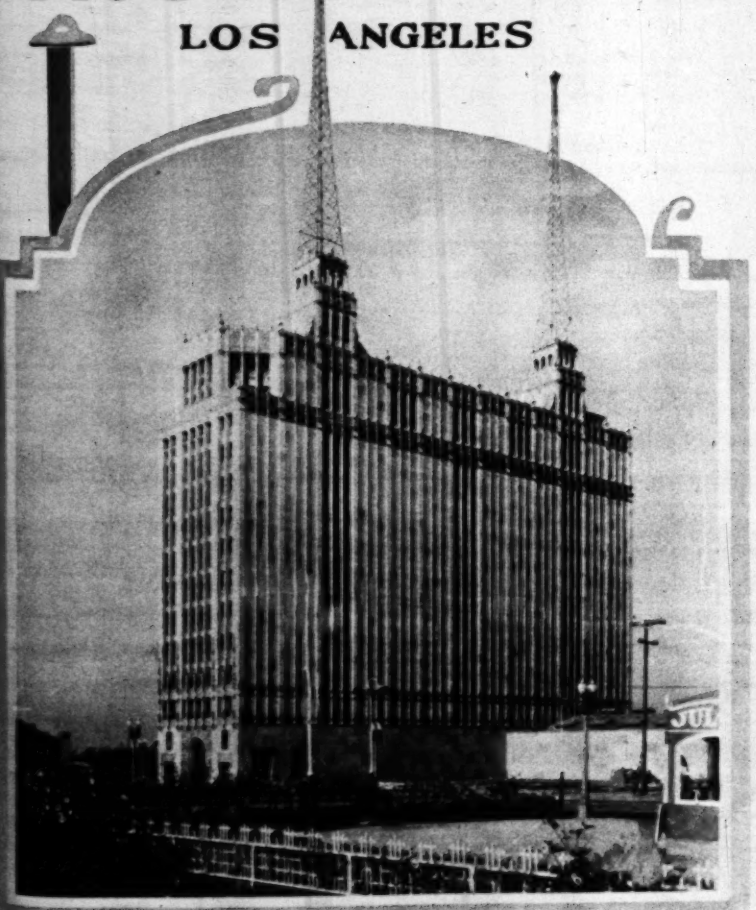



# JOHN C. AUSTIN --- F.A.I.A.
# & FREDERICK M. ASHLEY
## ARCHITECTS
LOS ANGELES
CAL.



New
ST. VINCENT'S HOSPITAL
ALVARADO AND OCEAN
VIEW AVENUES
LOS ANGELES

# Morgan, Walls & Clements
## ARCHITECTS
LOS ANGELES



HOLLYWOOD TERMINAL BUILDING
HIGHLAND AVENUE AT SANTA MONICA BOULEVARD



**EASTERN WOMEN YEARN FOR CALIFORNIA COMFORTS**

The conveniences and the luxuries of California home life is their dream. Not alone do they dream of the sunshine and the flowers but they long to be as free from the dirt and inconvenience of winter heating as are

THE MOVIE STARS OF HOLLYWOOD

who have found the health-building and youth-retaining features of the PAYNE UNIT SYSTEM OF PERFECTED GAS HEATING.

Women East and West have read with fascination the booklet entitled, "At Home With the Stars of Hollywood." This profusely illustrated little book will also be sent to you, gladly, if you will but sign your name below and return this Ad to us.

Heating Contractors Write for Our Dealer Proposition

**PAYNE FURNACE & SUPPLY CO. INC.**

GOOD GAS FURNACES

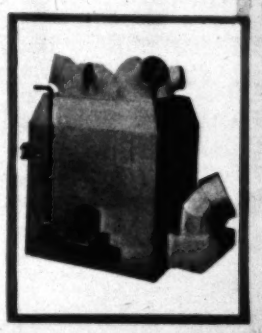
**338 FOOTHILL ROAD, BEVERLY HILLS, CAL.**

Gentlemen: I would like to receive "At Home With the Movie Stars of Hollywood," illustrated with photographs of the homes of the Movie Stars and telling about your heating system, too.

Signed.....

Address.....

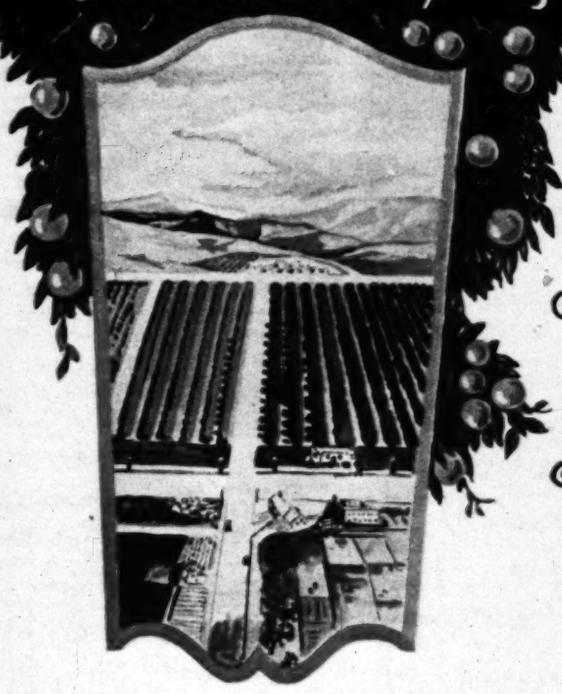
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December 28, 1926.]

# GRANADA

## "The Beverly" of San Fernando Valley



This project comprises 4,000 acres
A new city is being built with all high class improvements
A large portion is being sub divided into small Farms

EDWARDS & WILDEY
General Agents
EDWARDS & WILDEY BLDG. SIXTH AT GRAND AVE.
LOS ANGELES, CALIFORNIA
TELEPHONE TRINITY 4925

## These Buildings Designed and Erected *During 1926*

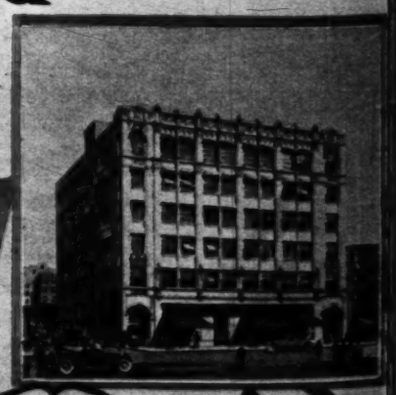
*By*

## W. DOUGLAS LEE
### ARCHITECT
*and*
### CONSTRUCTION ENGINEER

**Commercial and Industrial Building Specialists**
**709**
**Textile Center Building**
**Telephone-VAndike-4821**
**EIGHTH & MAPLE**
**LOS ANGELES**



GARMENT CAPITAL BUILDING
EIGHTH STREET AT SANTEE



ELIAS KATZ BUILDING



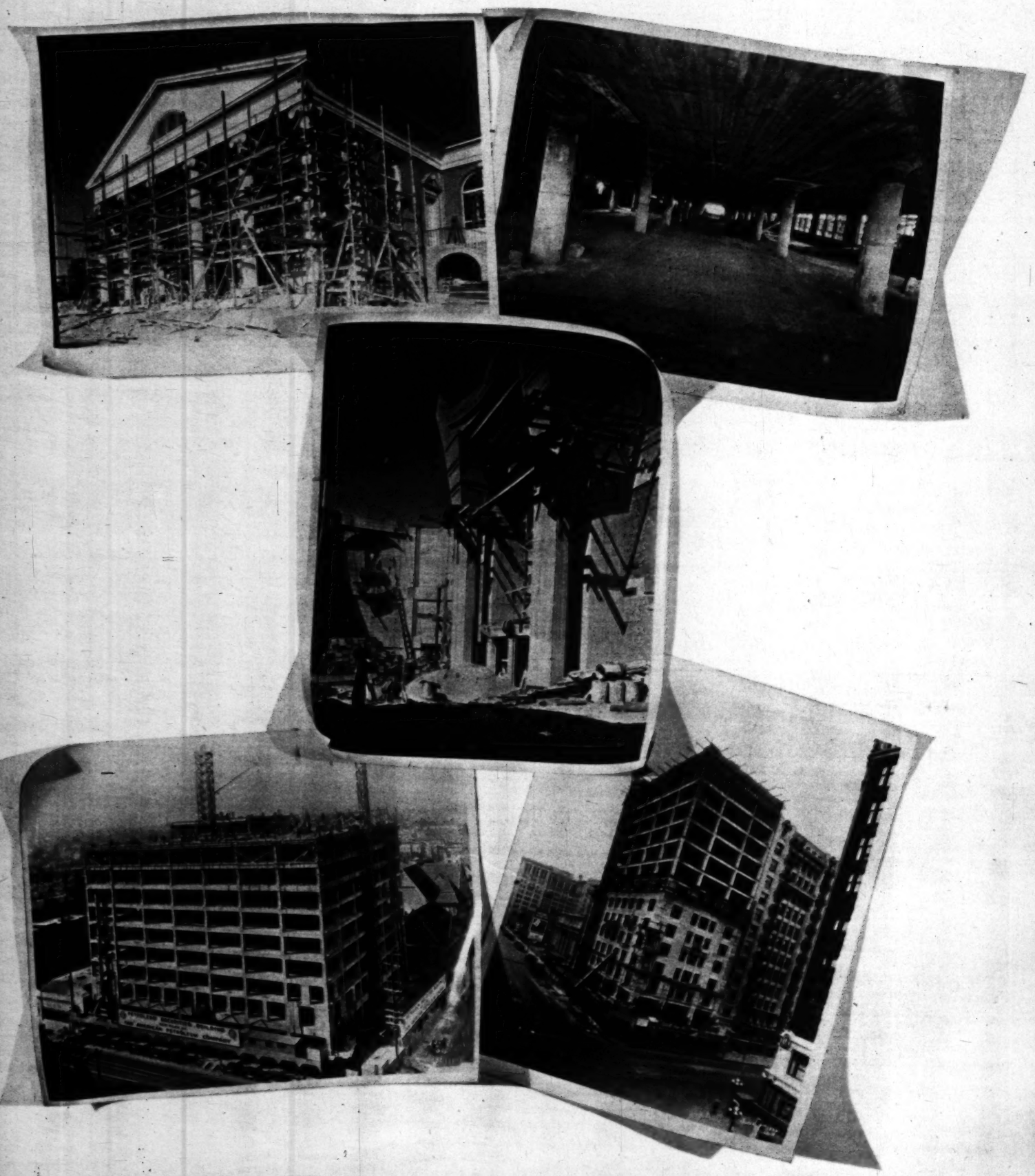
ALLIED CRAFTS BUILDING
PICO BOULEVARD AT MAPLE

# MEYER & HOLLER

Incorporated

ARCHITECTURE ENGINEERING CONSTRUCTION

Los Angeles California



# The Outpost- Hay Canyon



## TREES
### Joyce Kilmer

*I THINK that I shall never see*
*A poem lovely as a tree.*

*A tree whose hungry mouth is prest*
*Against the Earth's sweet flowing breast:*

*A tree that looks at God all day*
*And lifts its leafy arms to pray;*

*A tree that may in Summer wear*
*A nest of Robins in her hair;*

*Upon whose bosom snow has lain;*
*Who intimately lives with rain.*

*Poems are made by fools like me,*
*But only God can make a Tree.*



THE LAST CLOSE IN RESIDENTIAL SUBDIVISION WITH TREES

## C. E. TOBERMAN CO.
6763 HOLLYWOOD BOULEVARD
HEMPSTED-4141



# Acme Fire Insurance Company

LOS ANGELES, CALIFORNIA

*The only Fire Insurance Company* — Acme — *With its Home Office in Los Angeles*
*The Directors are Los Angeles Men— and the Company is Financed by*
*Southern California Capital*

## Authorized Capital $2,500,000.00

**WM. E. CHAMBERLAIN, Los Angeles, California**
*President and Director*
Former Vice-President and General Manager of A. Hamburger & Sons, Inc., Los Angeles, California.

**JOHN R. RICHARDS, Los Angeles, California**
*Vice-President and Director*
Capitalist, member of Water & Power Board of the City of Los Angeles.

**CLAUDE I. PARKER, Los Angeles, California**
*Vice-President and Director*
Formerly Internal Revenue Collector of the Sixth District. Income tax specialist, Attorney-at-Law, Director, International Branch, Bank of Italy.

**ALBERT S. THEBERGE, Los Angeles, California**
*Vice-President and Director*
Manager of the Metropolitan Life Insurance Company in Los Angeles for the past twenty-seven years. An unusually successful insurance man.

**LEO V. YOUNGWORTH, Los Angeles, California**
*Vice-President and Treasurer*
He was United States Marshal for the Southern District of California under President Theodore Roosevelt from 1906 to 1910, and under President William H. Taft from 1910 to 1914. He is the senior member of the firm of Youngworth, McCleau & Hartman, Attorneys-at-Law, Merchants National Bank Building, Los Angeles, California.

**EGBERT VAN ALEN, Los Angeles, California**
*Secretary and Director*
President of Wren-Van Alen Insurance Agency, 1006 Merchants National Bank Building, Los Angeles, California.

**JACOB BAUM, Los Angeles, California**
*Director*
Business Manager of the Los Angeles Times.

**H. J. MALLEN, Los Angeles, California**
*Director*
President of H. J. Mallen & Company, Inc., a general brokerage house; is Director and Vice-President of the Sierra Bond & Mortgage Company. A resident of Los Angeles for the past six years.

**L. Q. BRANSON, Los Angeles, California**
*Director*
Director, Pacific-Southwest Trust & Savings Bank of San Fernando and Vice-President of the Antelope Valley Bank, Lancaster, California.

**I. H. MALIN, Los Angeles, California**
*Director*
Former Manager, Bank of Italy, San Fernando, California. Vice-President, Provident Building & Loan Association.

**SIM CRABILL, Los Angeles, California**
*Director*
General Manager of Times-Mirror Printing & Binding Company, Los Angeles. President of Uplifters' Club, Santa Monica, California.

**L. F. CASWELL, Los Angeles, California.**
*Director*
President of Peerless Laundry, Los Angeles, California.

**E. K. HARTMAN, Los Angeles, California**
*Director*
Attorney-at-Law. Former Deputy Commissioner of Corporations.

WILL COMMENCE WRITING BUSINESS JANUARY 1, 1927
WHY NOT PATRONIZE YOUR HOME COMPANY?
HOME OFFICE, MERCHANTS NATIONAL BANK BUILDING
LOS ANGELES





# L.A.
## ARCHIT



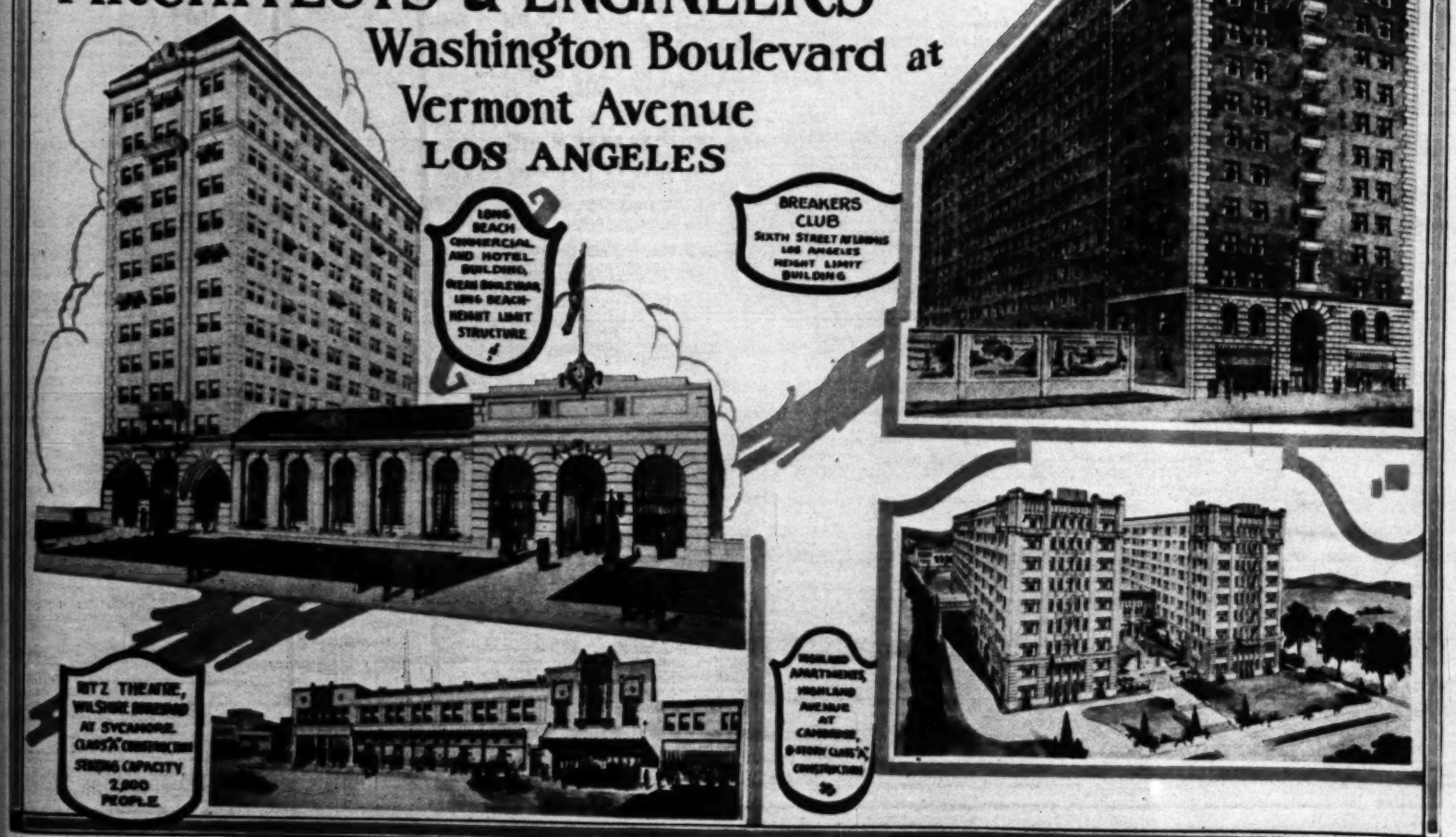



View in shop of the McClintic-... Company, showing milling oper... one of twelve columns supporting ... of Los Angeles' New City Hal... column supports a total load of 4... pounds and itself weighs 48,263

# L.A.SMITH ORGANIZATION

## ARCHITECTS & ENGINEERS

Washington Boulevard at
Vermont Avenue
LOS ANGELES





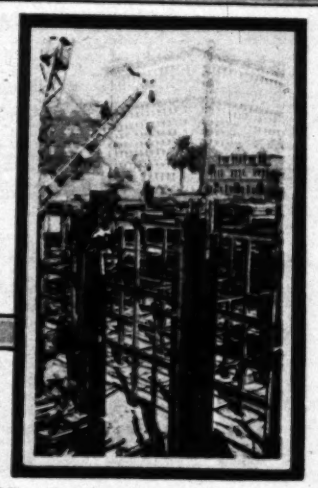

View in shop of the McClintic-Marshall Company, showing milling operation on one of twelve columns supporting the tower of Los Angeles' New City Hall. This column supports a total load of 4,738,000 pounds and itself weighs 48,263 pounds.

Architect's drawing of the completed structure.





General view of the steel frame of the Los Angeles City Hall during course of construction. McClintic-Marshall Company, steel contractors. All steel for this stupendous structure is being fabricated in Los Angeles.



View during erection of the twenty-eight story tower columns of the City Hall Building.

The building shown in the background is the New Hall of Justice, the steel of which was also furnished by the McClintic-Marshall Company.

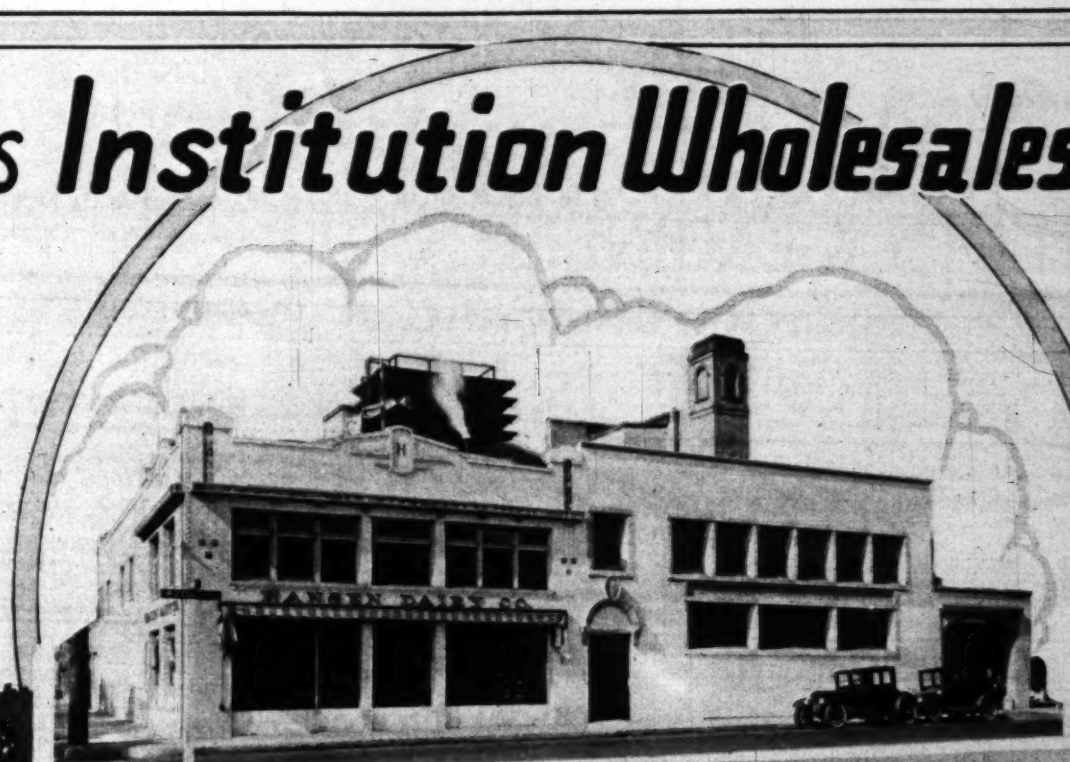
# McClintic-Marshall Co.

OF CALIFORNIA

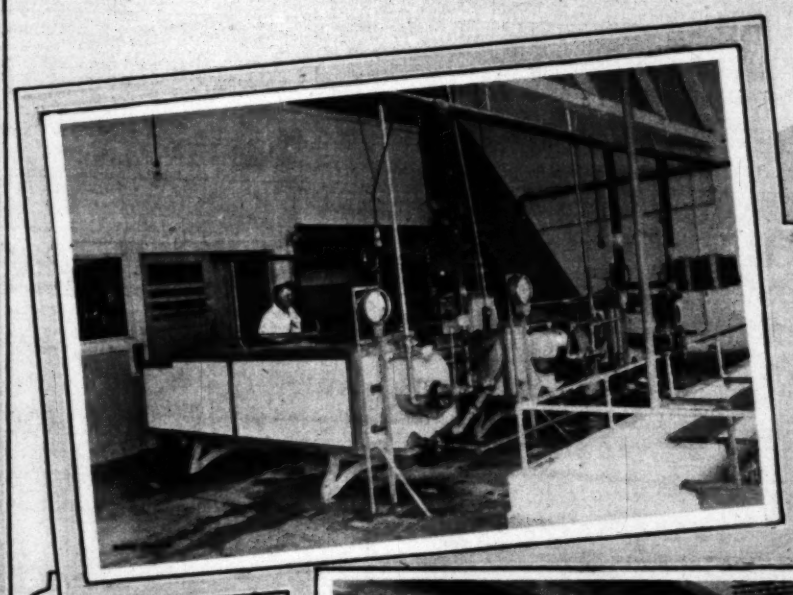
Steel Buildings & Bridges

PLANT: OFFICE CENTRAL AVE. AT 110TH ST.

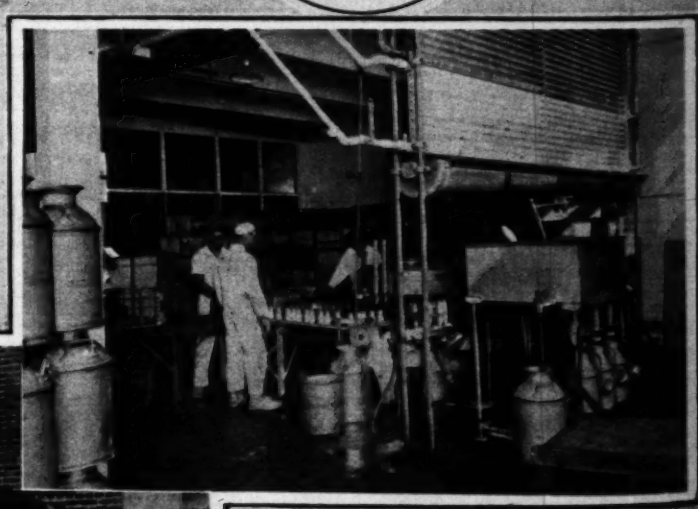
# This Institution Wholesales Only



*The Home of Safe Milk.*



PASTEURIZATION - MILK IS UNTOUCHED BY HUMAN HANDS





THE BOTTLING DEPARTMENT - WHERE FILLING AND CAPPING IS DONE AUTOMATICALLY

RELIABLE AND EFFICIENT SERVICE

# HANSEN DAIRY COMPANY

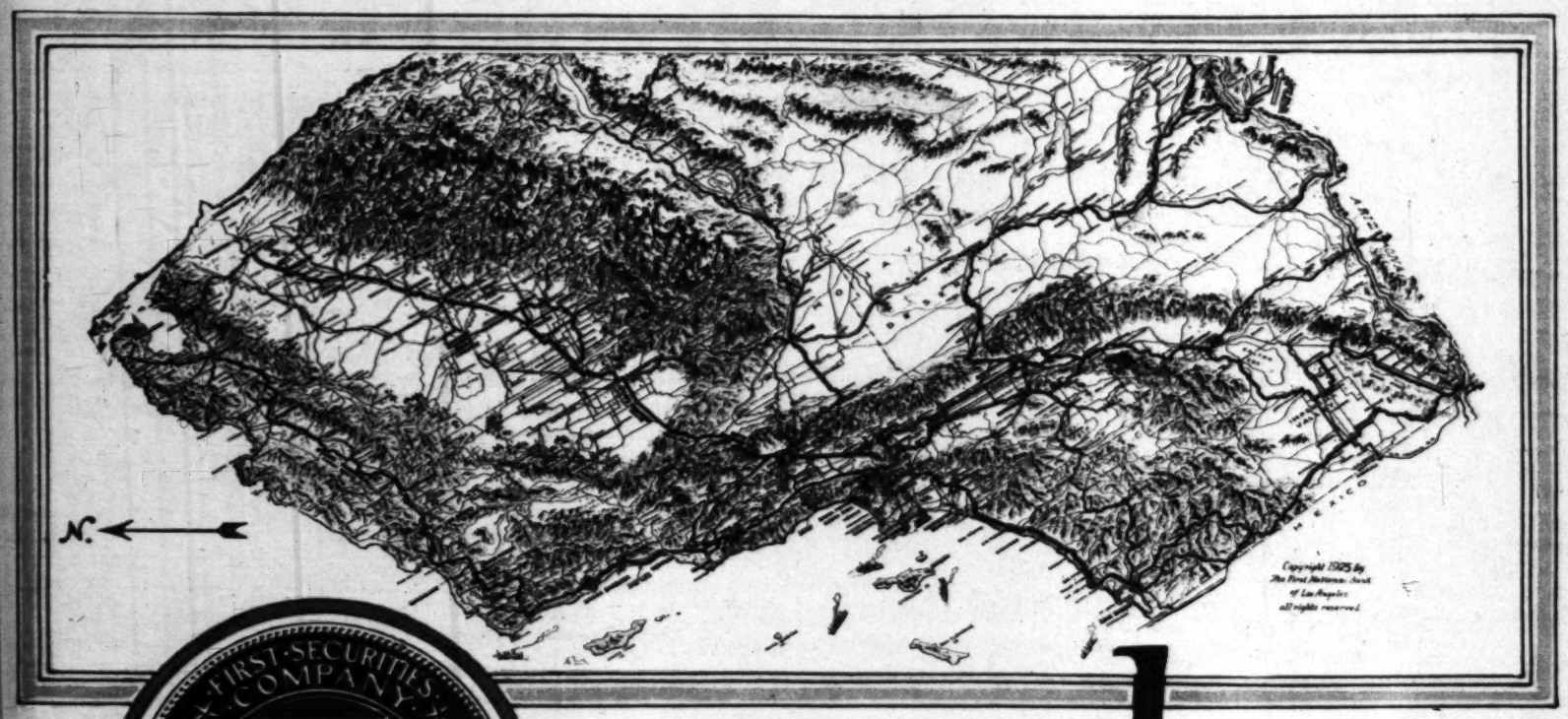
ELEVENTH AT WALL STREET

WESTMORE - 8231

LOS ANGELES






FIRST SECURITIES COMPANY ★ THE FIRST NATIONAL BANK OF LOS ANGELES ★ PACIFIC TRUST & SAVINGS BANK

# If you live here or hope to

WHETHER you who read this already live in Southern California, or simply are turning your eyes this way, you should know the First National-Pacific-Southwest Banking Group.

Because—

—this group of banks, under one ownership and management, covers the Pacific Southwest from San Luis Obispo to El Centro —from Fresno to the Mexican line.

Because—

—this is a partnership of banks, bringing to every district within the area a complete metropolitan service covering its every banking need.

Because—

—325,000 customers, from the largest corporation to the smallest individual depositor, carry accounts with us. That is a recommendation we are proud to present.

Because—

—whatever information you may wish regarding this great western empire, these banks will be glad to serve you.

**AGGREGATE RESOURCES**
**more than**
**310 MILLIONS**

| | |
|---|---|
| Pacific-Southwest Resources . . | $211,284,230.79 |
| First National Resources . . . . | 98,582,424.68 |
| First Securities (Capital and Surplus) . | 600,000.00 |

One Ownership — One Management

## THE FIRST NATIONAL BANK OF LOS ANGELES
## PACIFIC-SOUTHWEST TRUST & SAVINGS BANK
## FIRST SECURITIES COMPANY

CENTRAL OFFICES, LOS ANGELES

**BRANCHES OF THE PACIFIC-SOUTHWEST BANK SERVE THE FOLLOWING CALIFORNIA CITIES**

ALHAMBRA
ALTADENA
BRAWLEY
CALIPATRIA
CARPINTERIA
CATALINA ISLAND
COALINGA
CULVER CITY
EL CENTRO
EXETER
FILLMORE
FRESNO
FULLERTON
GLENDALE
GUADALUPE
HANFORD
HUNTINGTON PARK
INGLEWOOD
LEMOORE
LENNOX
LINDSAY
LOMPOC
LONG BEACH
LOS ANGELES
OCEAN PARK
ORCUTT
OXNARD
PASADENA
PINE KNOT
PORTERVILLE
REDLANDS
SAN FERNANDO
SAN LUIS OBISPO
SAN PEDRO
SANTA ANA
SANTA BARBARA
SANTA MARIA
SANTA MONICA
SANTA PAULA
SATICOY
STRATHMORE
TULARE
VENICE
VISALIA
WESTMORLAND
WHITTIER
WILMINGTON

Your inquiry regarding any of these localities will receive prompt attention

# HEALTH for ONE HUNDRED YEARS

## HEALTH IS NATURAL—DISEASE UNNATURAL

## WHY ARE MILLIONS SICK?




THE CAUSE of nearly every ailment and disease is the lack of some of the body elements, of which there are sixteen in number, each with a great work to do, such as—

CHLORINE—The lack of it means cataarh, anaemia, bowel trouble, etc.

FLUORINE—All people with any form of tuberculosis, vein enlargement, paralysis, bladder or kidney trouble need this element.

MAGNESIUM—Lack of this element may lead to insanity.

SILICA—Those suffering with cancer, tumor, liver trouble, or sexual weakness need silica.

IRON—Means health, ambition, vitality, success and happiness.

IODIN—Its lack means goitre, nervousness, fast and slow pulse.

SODIUM—Its lack means old age, acidity, hardening of the arteries, deafness, and a starved body.

Oxygen, carbon, hydrogen, nitrogen, calcium, phosphorus, sulphur, potassium and manganese each have a great part in maintaining the body in perfect health.

These elements must be supplied to the body through the food we eat; there is no other way.

GILBERT THAYER'S BOOK—"Health for One Hundred Years" gives you the cause of disease and tells you what to eat to regain and keep your health.

A Million Books Sold—Order your copy today; sold on a money refund guarantee. Keep it 30 days and return it if you are not satisfied. It is worth its weight in GOLD.

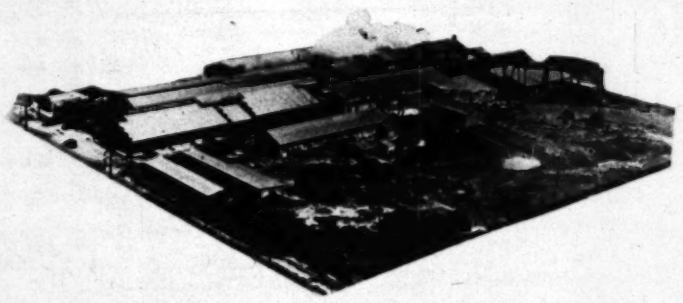
GILBERT THAYER has put millions on the road to health; let him help you.

**SPECIAL OFFER**

This book will be mailed, postpaid, to any address on receipt of $1.00 as full payment.

GILBERT THAYER,
4th and Broadway, Los Angeles, Calif.
Dear Sir: Please find enclosed $1.00 for which mail to me a copy of your book, "Health for 100 Years."
Name..... City.....
Street..... State.....
Gilbert Thayer is the author of 17 books.

---



# Hercules Foundries, Inc.

*Los Angeles, California*

*Manufacturers*

## "HERCO"

SPECIAL COMBINATION FITTINGS
DRAINAGE FITTINGS SOIL FITTINGS

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LOS ANGELES CALIFORNIA

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ON TOP OF THE HILL - JUST WEST OF PALMS

California's Famous

**MILK DIET AND REST CURE**

Consistently Successful as a Remedy for Chronic Disorders

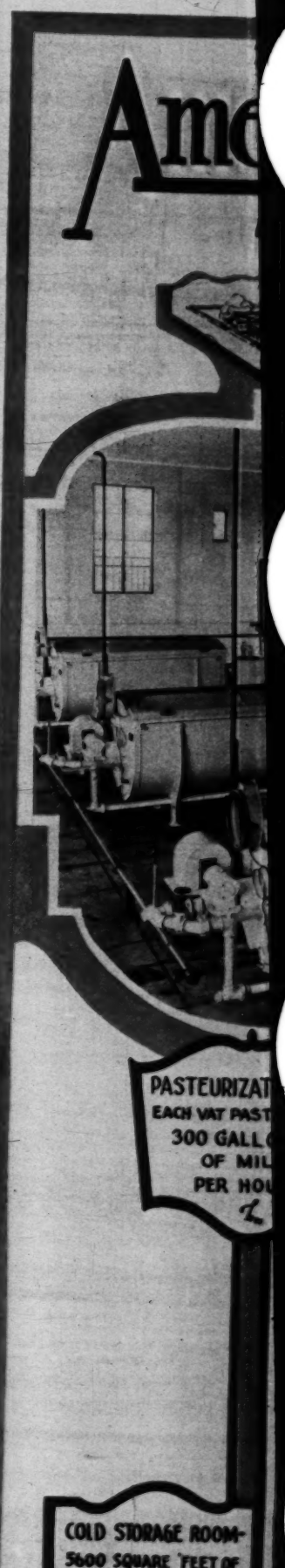
"HEALTH FOUR WEEKS AWAY"

CONSULTATION GRATIS
FOR INFORMATION BY MAIL
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CULVER CITY 2420
OR ADDRESS
BOX A 286
PALMS
CALIFORNIA

PALMS
LOS ANGELES
CALIFORNIA

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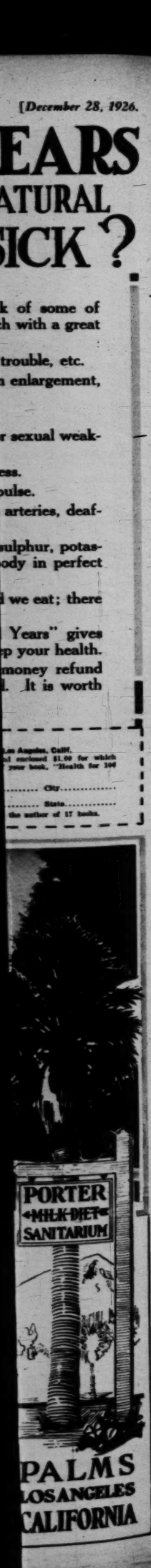
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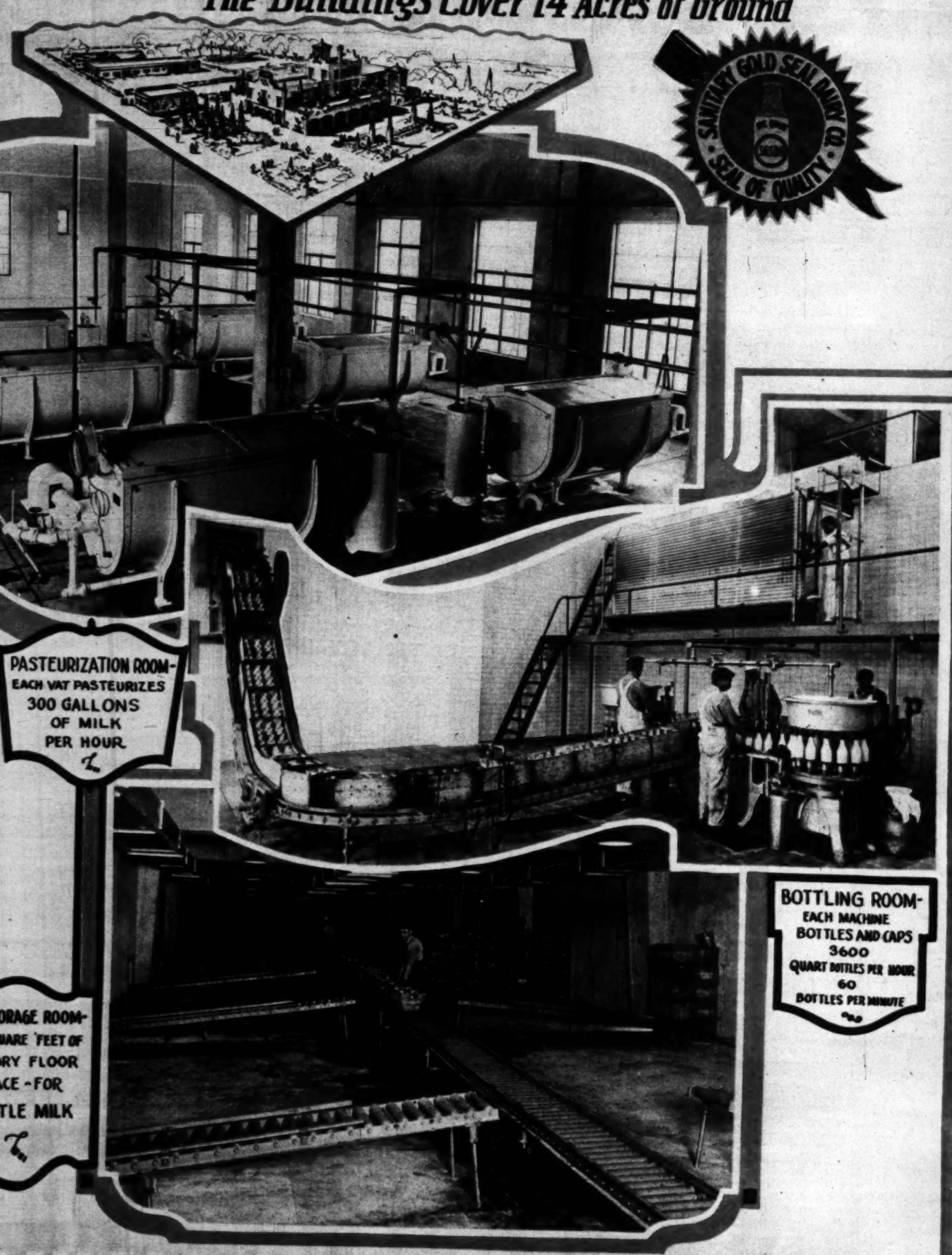



PALMS
LOS ANGELES
CALIFORNIA



# America's Finest Milk Plant

## The Buildings Cover 14 Acres of Ground




# SANITARY GOLD SEAL DAIRY

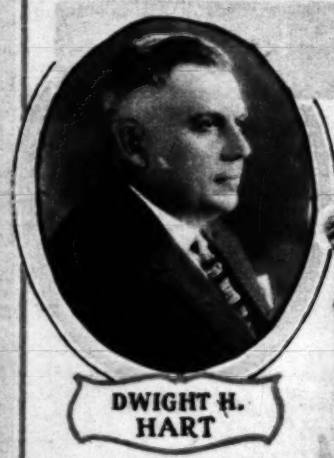
BETWEEN ALDEN DRIVE, THIRD STREET, PRUESS ROAD AND CARSON ROAD

TELEPHONE OXFORD 1011

# Hart Brothers $2,500,000.

# HOTEL ROSSLYN & ANNEX

## THE LARGEST POPULAR-PRICED HOTEL IN LOS ANGELES



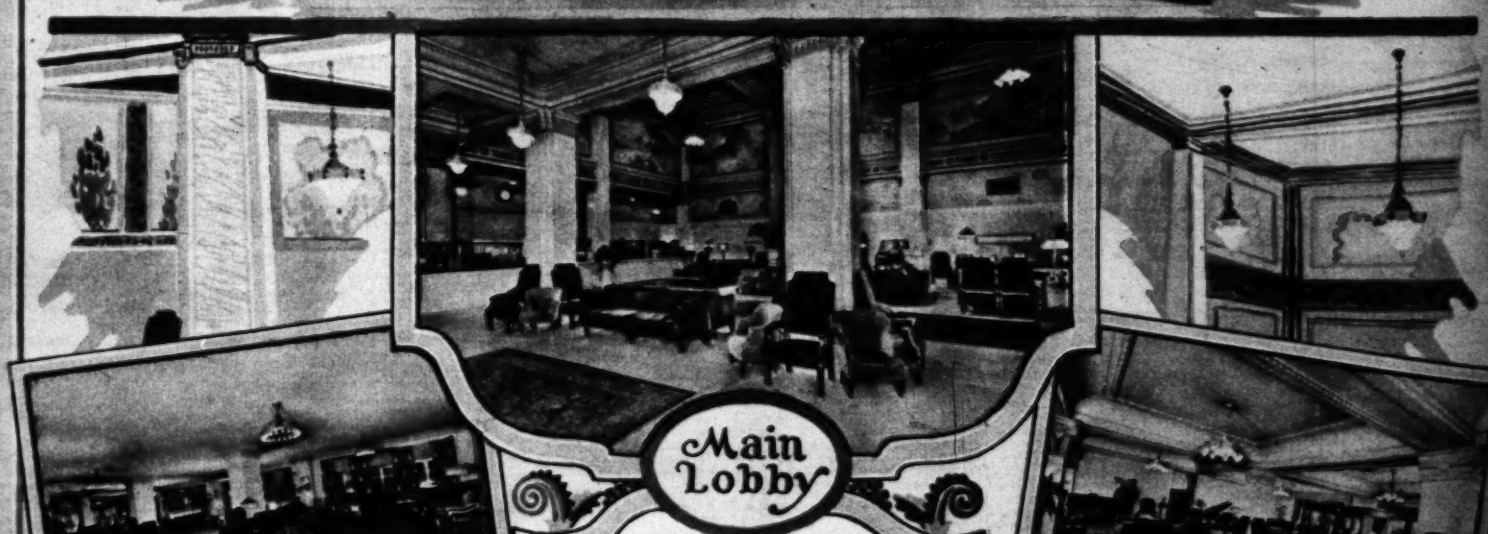
DWIGHT H. HART

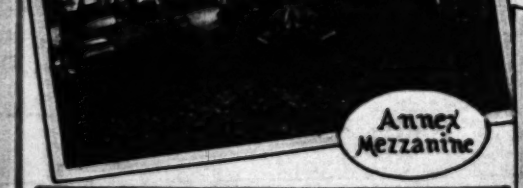
HART BROTHERS






GEO. A. HART



Annex Mezzanine



Mezzanine

### Rates Per Day

*European Plan*

| | Single | Double |
|---|---|---|
| 100 rooms | $1.50 | $2.00 |
| 150 rooms | $2.00 | $2.50-$3.50 |
| 300 rooms with private toilet | $2.00-$4.00 | $3.00-$5.00 |
| 550 rooms with private bath | $2.50-$5.00 | $3.50-$8.00 |

Fifty Corner Suites with private baths, each one furnished differently and luxuriously, satisfying the most discriminating taste.

Single—$5.00 to $6.00 per day. Double—$7.00 to $8.00 per day.

*THE DINING ROOM is spacious and inviting. Food of the best quality served at moderate prices.*

*THE LOBBY is elegant and impressive, yet retaining that "homey" atmosphere that is the delight of patrons and guests.*

*THE OFFICE radiates an atmosphere of courteous and efficient service.*



Free Auto Buses Meet all Trains

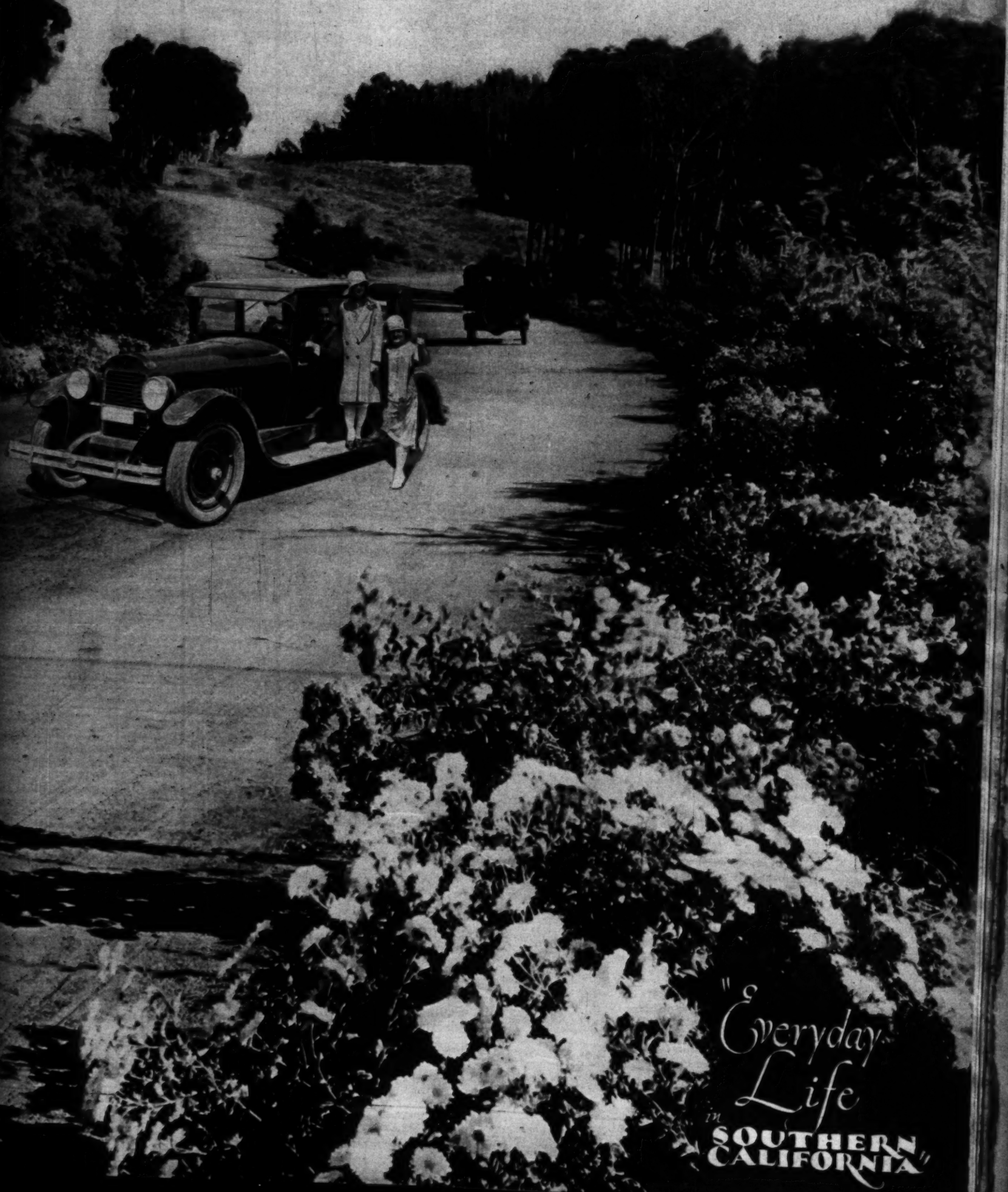


Dining Room

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EO. A.
ART

Los Angeles Times
Annual MIDWINTER Number
Part 5 December 28, 1926 Price 15 cents



"Everyday Life in SOUTHERN CALIFORNIA"

# From the Mountains



*This Pasadena garden typical of many in the Southwest is a short drive from Portuguese Bend (below), an appealing shore view near Los Angeles.*

to the Sea





## CLIMATE

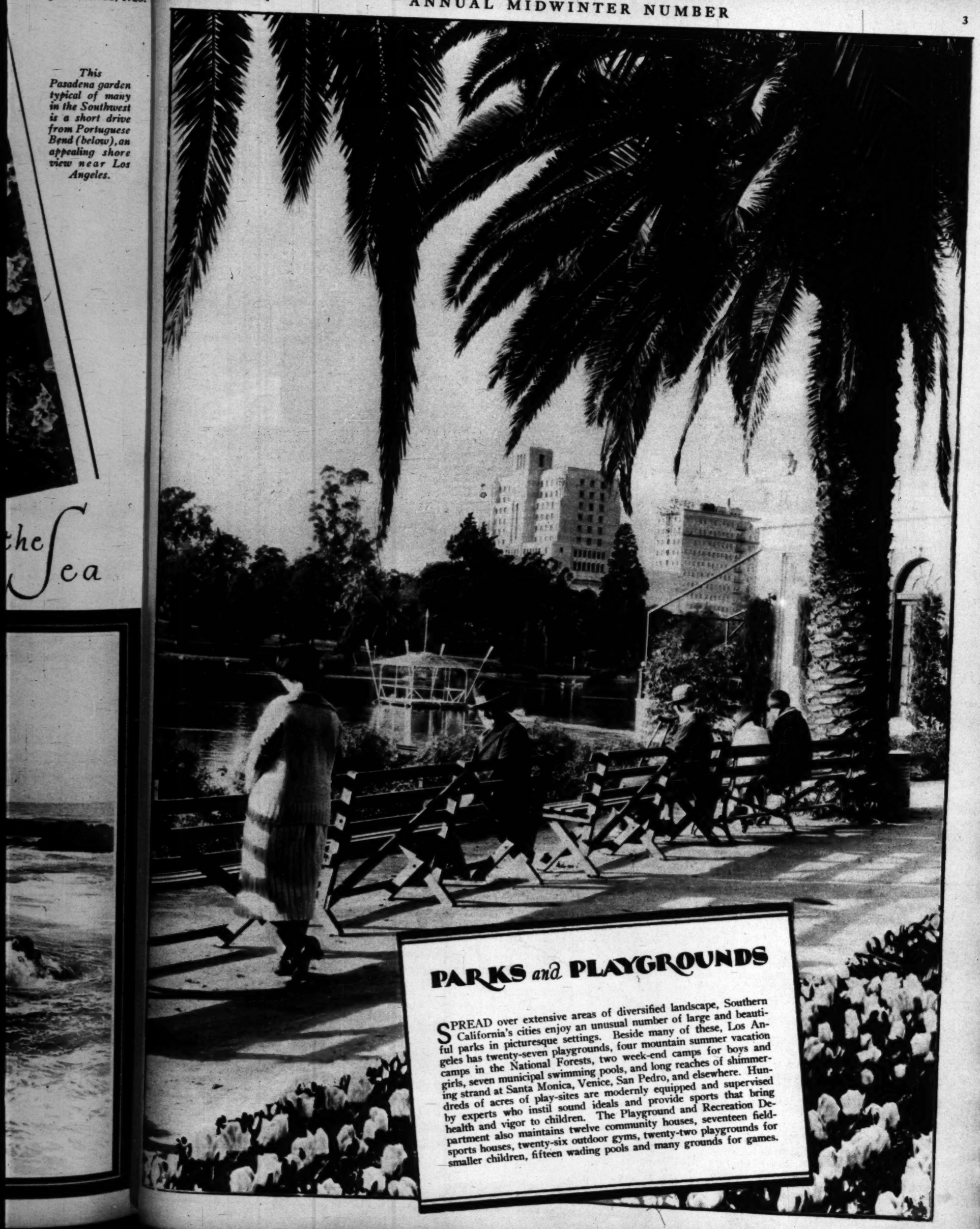
CHOOSE your climate—any pleasing variety desired—and you will find it somewhere in Southern California and near Los Angeles. Mountains, valleys and seashore here afford the greatest range of healthful weather observed anywhere in the world. The maximum temperature last year varied from 84 to 99 deg. between tidewater and Mt. Wilson, a mile high; while the lowest, also recorded on the peak, was 20 deg. Throughout this region are more than 200 cloudless days annually and in some localities the sun shines 350 out of the 365. An average of seventeen days a year have a quarter-inch of rainfall. In parts of this limited district two feet of snow drops and rain has been known to come down at the rate of an inch a minute. Almost any day you can get in your car and quickly reach the clime and scenery that most appeal. An hour's drive from Los Angeles will take you to a warm, calm and relatively dry place in wintertime; and half an hour by motor to a cooler and more breezy spot in summer.

DR. FORD A. CARPENTER
*Consulting Meteorologist*



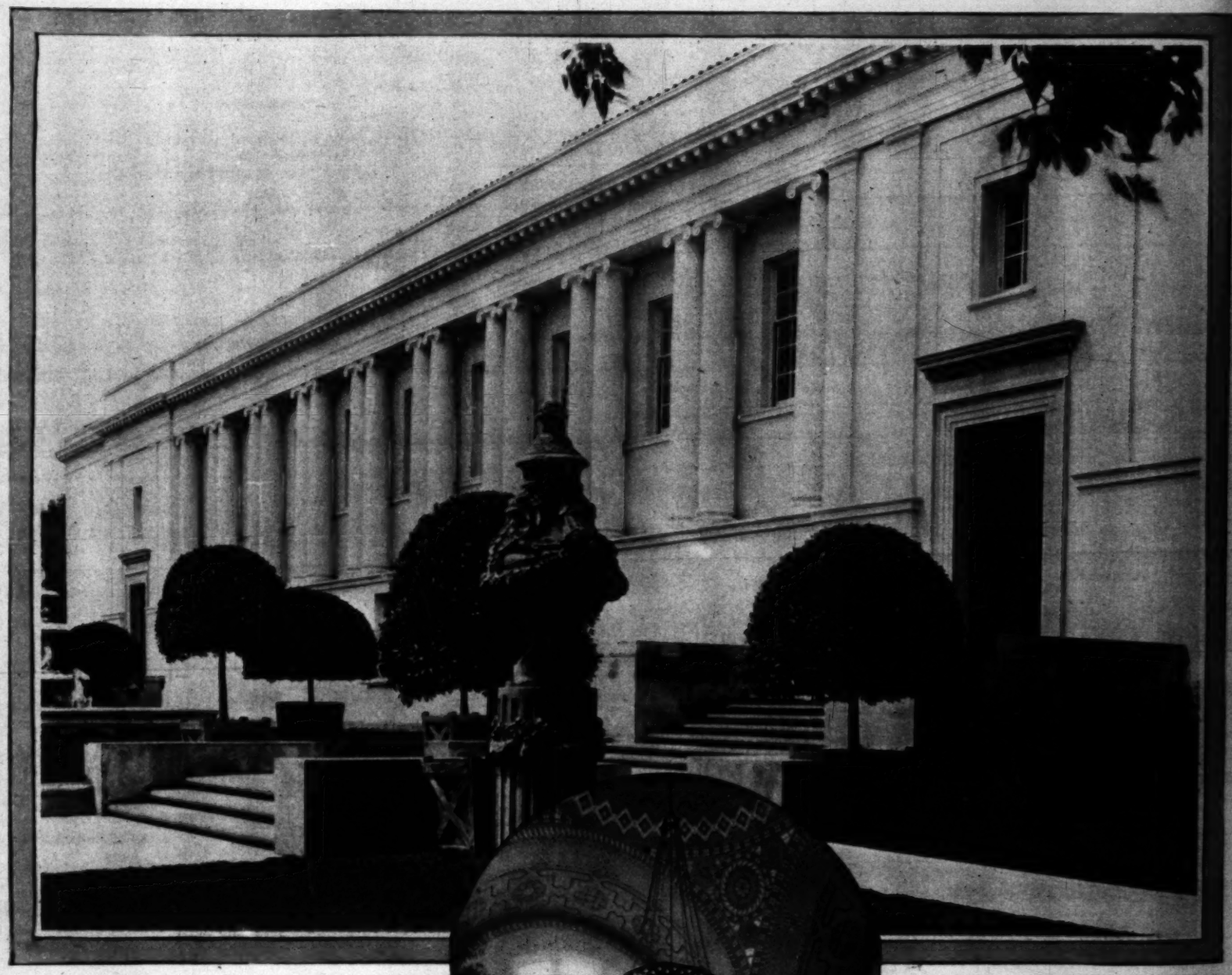


*This Pasadena garden typical of many in the Southwest is a short drive from Portuguese Bend (below), an appealing shore view near Los Angeles.*



## PARKS and PLAYGROUNDS

SPREAD over extensive areas of diversified landscape, Southern California's cities enjoy an unusual number of large and beautiful parks in picturesque settings. Beside many of these, Los Angeles has twenty-seven playgrounds, four mountain summer vacation camps in the National Forests, two week-end camps for boys and girls, seven municipal swimming pools, and long reaches of shimmering strand at Santa Monica, Venice, San Pedro, and elsewhere. Hundreds of acres of play-sites are modernly equipped and supervised by experts who instil sound ideals and provide sports that bring health and vigor to children. The Playground and Recreation Department also maintains twelve community houses, seventeen field-sports houses, twenty-six outdoor gyms, twenty-two playgrounds for smaller children, fifteen wading pools and many grounds for games.



THE MAGNIFICENT H. E. Huntington Library, shown above, given forever for use of the people of Southern California, holds priceless books and works of art—a collection not surpassed in the world. Los Angeles' new Public Library, the rotunda of which appears at the left, blends everything that could be desired in beauty and service for the reading public.

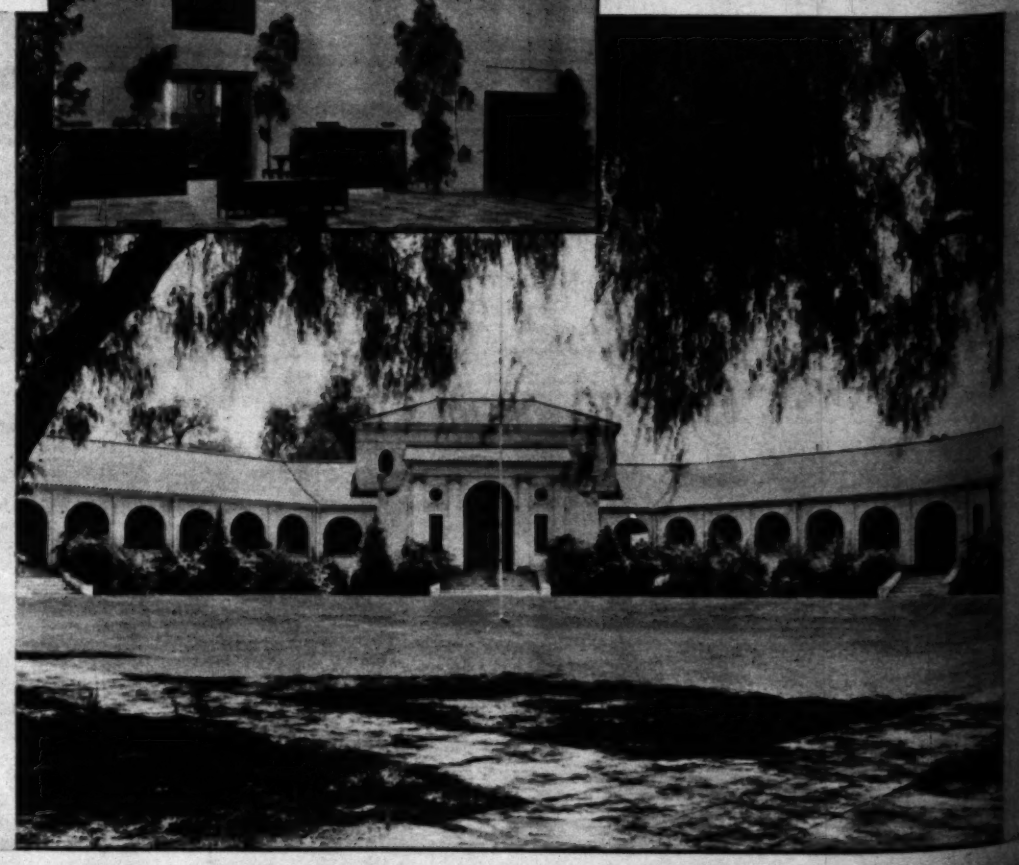
# CULTURE

SOUTHERN California has advanced far toward becoming the cultural center of the Americas. Cultural interests fixed here are unlimited—rich libraries and museums, two great universities, California Institute of Technology headed by the famed Dr. Millikan, the Mt. Wilson Observatory and other institutions of scientific research and the higher education. For connoisseurs in art and for students in almost every field the big Los Angeles Museum of History, Science and Art, in Exposition Park, affords unsurpassed facilities for investigation and study and opens wide the portals of opportunity.



*Exposition Park Museum*

SOUTHERN California is noted for the beauty and efficiency of its elementary schools. The Wilson School of Glendora, pictured at the right, was recently selected by architects as a model for beauty and adaptability of purpose.







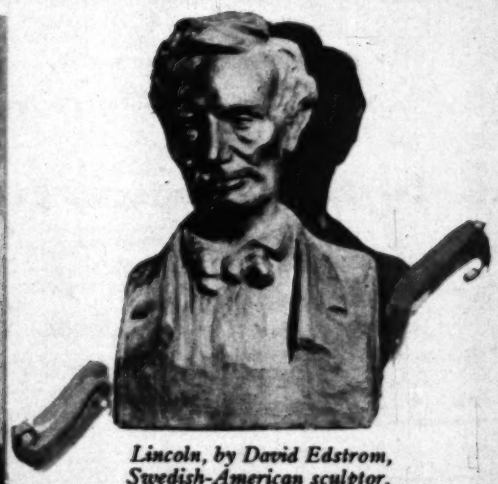


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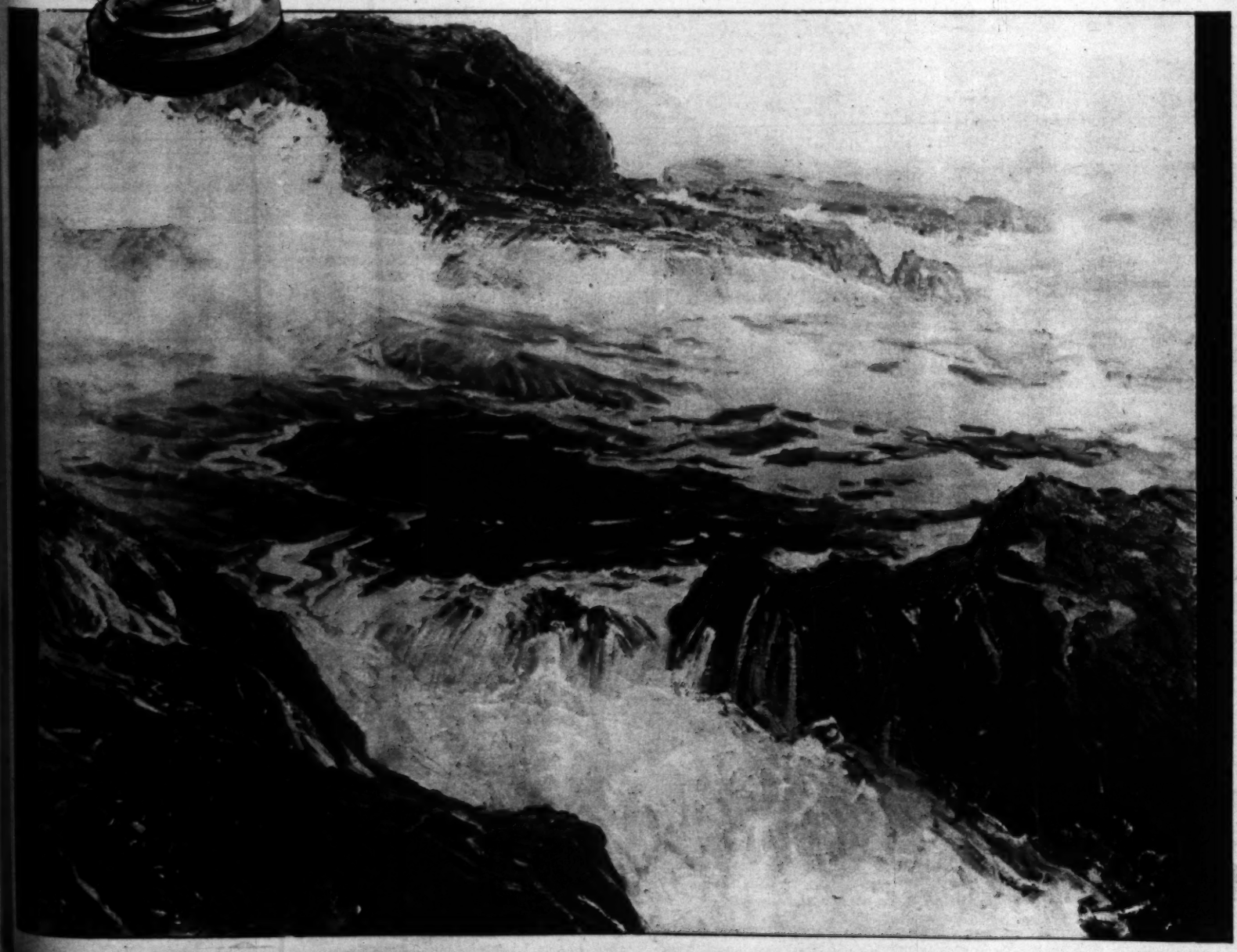
*Lincoln, by David Edstrom, Swedish-American sculptor.*

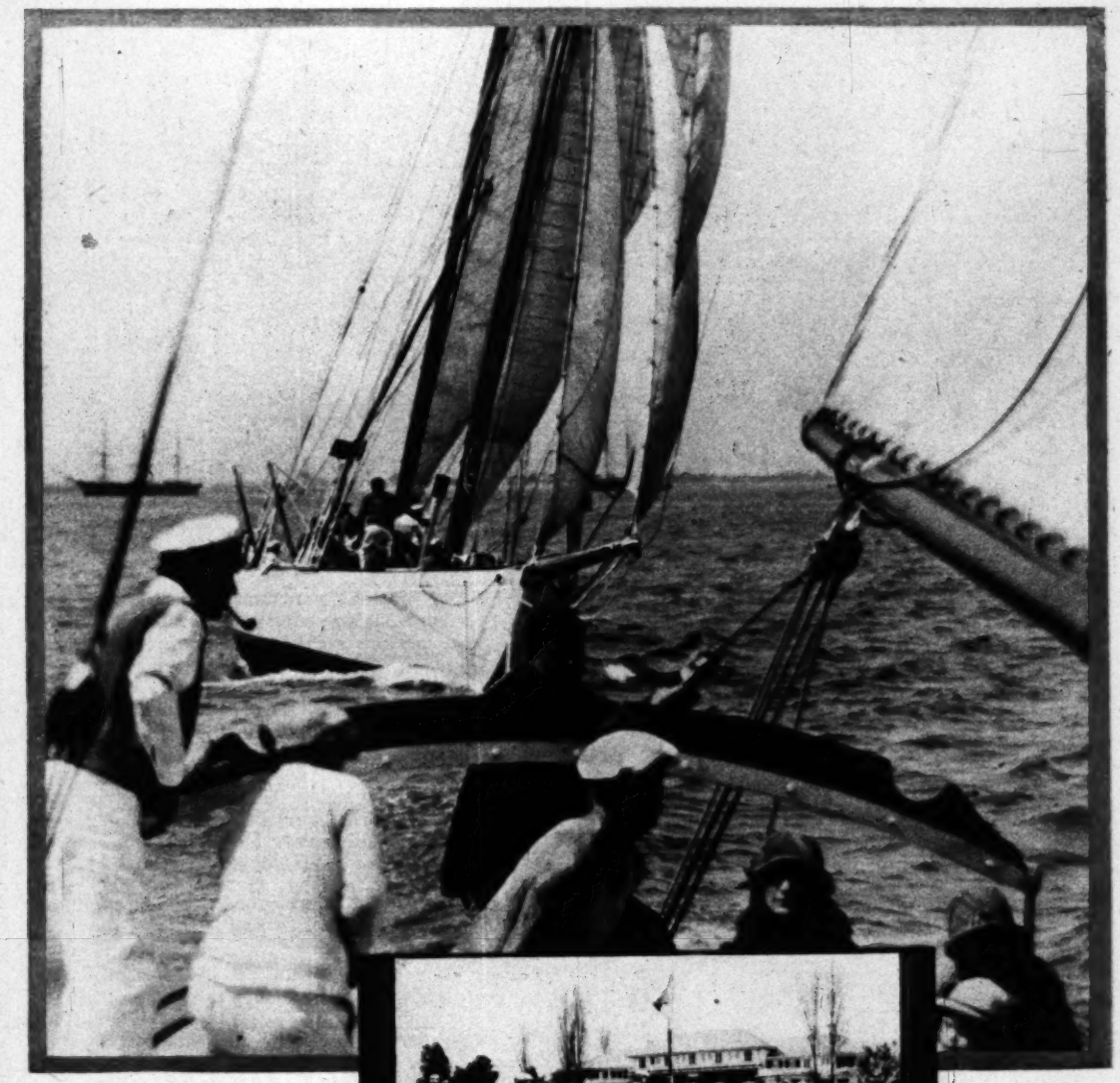
# ART

THE GLORY of Southern California's sun, mountains, sea and cloudlands, as reproduced by the brush of America's greatest landscape painters, has attracted art lovers and connoisseurs of many states and many lands. Such nationally known names as Wendt, Brown, Payne, Lauritz, Coots, Puthoff, Smith, Hazard, Wagner, White, Rich, Shrader, Vysekal, Wieczorek and Manheim, among the men; and Barton, Schuster, Leighton and Wardell, among the women; may be found on Southern California canvases exhibited in the leading art centers of the nation.

Local exhibitions of both painting and sculpture have been unusually successful. The Pan-American Exhibition of oils at the Los Angeles Museum and the monthly exhibits at the Stendahl, Biltmore and Cannell-Chafin galleries proved by the character of their hangings and the size of the attendance that Los Angeles is rapidly becoming an important art center.

*(Above) "Where God Hath Wrought," one of many California pyramids, vaster, older and more enduring than Egypt's, from the brush of William Wendt. (Below) "Laguna," by Edgar Payne, reproducing the tidal inrush on a gray day. The youthful Orpheus striking "A High Note" is a pleasing bit of sculpture by Burt W. Johnson in the new Fine Arts Building, Los Angeles.*





*(At the left) Henrietta, winner of race for large schooners in California Y. C. first 1926 regatta, from deck of Aafie.*



*(At the right) Action over one of the courses of the Los Angeles Country Club.*

# SPORTS

YACHTING is one of the premier Southern California sports. Water, wind, weather, anchorage facilities and unlimited cruising area combine ideally. The pleasure fleets represent an investment of $12,000,000 and annual expenditure of $4,500,000 for purchases, repairs and payrolls. The California Yacht Club, Wilmington, embraces 400 boats with a value of $7,500,000 and yearly outlay of $3,000,000. Fostering seagoing sportsmanship is the Southern California Yachting Association, composed of seven organizations—the Santa Barbara, San Diego, California, Newport, Los Angeles and Catalina Island Yacht Clubs and the Southland Sailing Club.

The game was further stimulated by the sixth annual San Pedro-Honolulu race sailed last summer. Six entries started June 12 for Diamond Head and 500 craft were on San Pedro Bay to bid bon voyage —striking proof of the sport's growing importance. Don Lee's 156-foot schooner, Invader, won. Our skippers annually compete in the International Star Class championships, stage their own big regatta, and figure strongly in the Pacific Coast championships. Last spring, Dick Loynes, California Y. C., won the world's speed title for 151 cubic-inch displacement boats in Florida.—WALDO DRAKE.

More than a hundred golf and country clubs attest the preeminence of Southern California along this line, thanks to a delightful all-year climate. It cost $100,000,000 merely to construct the courses!



SINCE the famous Midwick (Pasadena) team went East in 1924 and won the junior national and American open titles, Southern California polo has been regarded as the equal of that played anywhere in the United States. Carleton Burke, Eric Pedley, Ted Miller and Arthur Perkins comprise the Midwick team (shown in action above) and during January and February of 1926 they thrilled local fans with their expert work in games played on the Midwick Country Club turf. Because of an injury to Carleton Burke the team did not go East to defend the laurels won in 1924, but the addition of Pedley to the Sanford's Hurricanes, an Eastern squad, helped give that outfit the national title for 1925.

# BEACH

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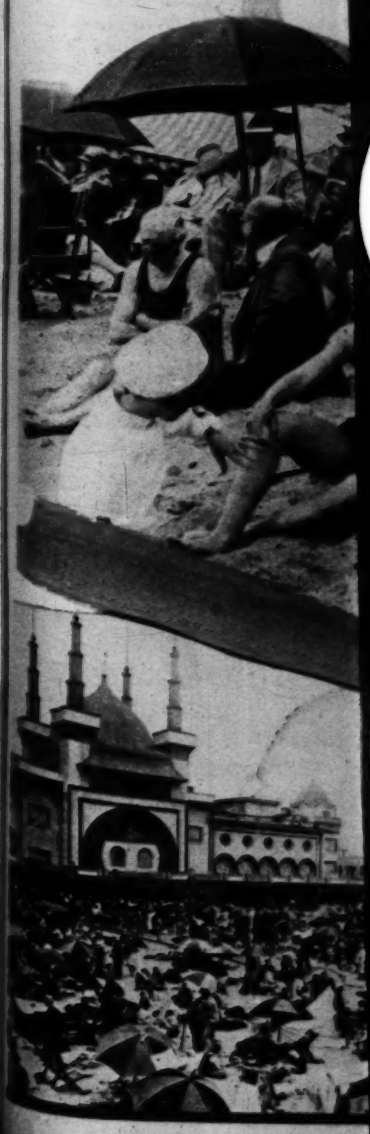
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# BEACH LIFE

EVERY day has its special charm along Southern California's hundreds of miles of sunlit shoreline, now all skirted by splendid boulevards. The life on these beaches is the happiest imaginable. Seekers of pleasure flock there by the hundreds of thousands for week-end enjoyment, and holiday crowds have been in excess of a million. Nearly a score of cities and towns near Los Angeles provide every worthwhile form of seaside amusement, recreation and entertainment.

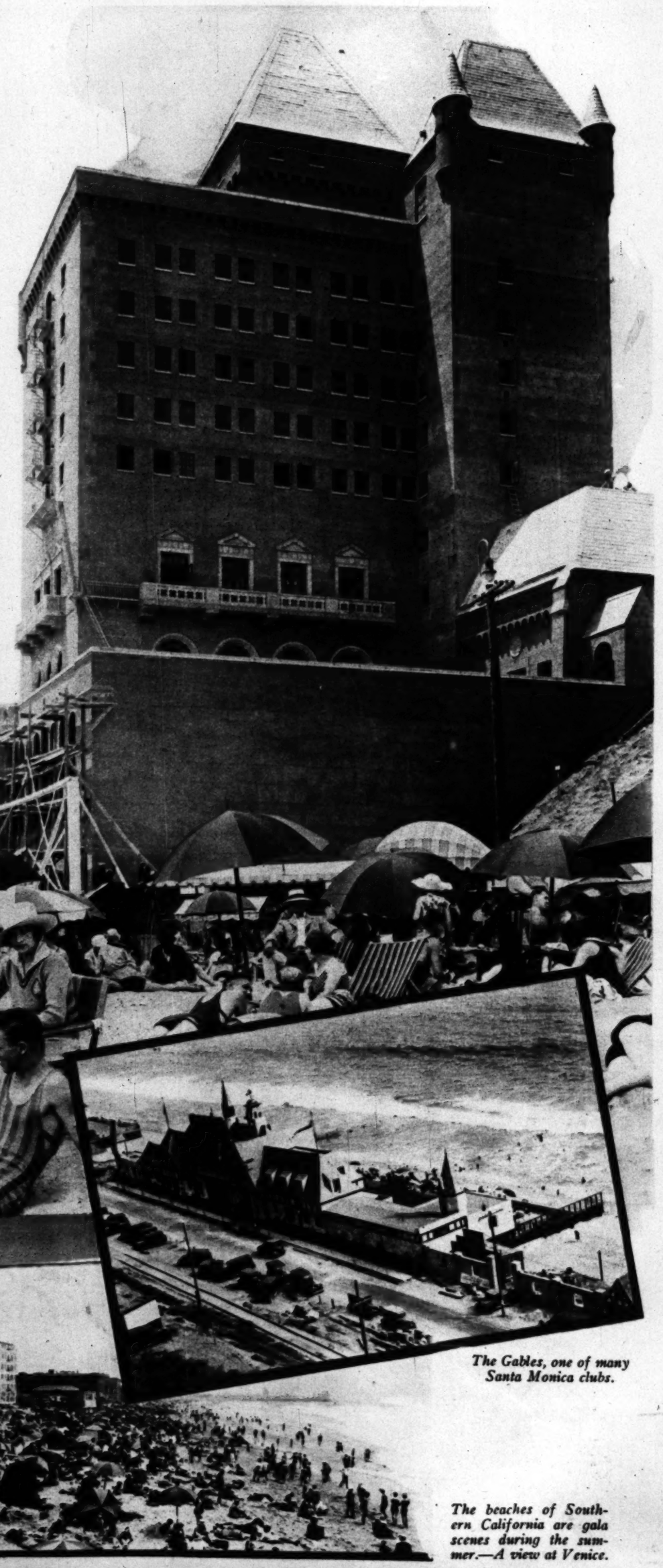
With an ocean dip so inviting that it is taken by enthusiasts each morning from January 1 to December 31, swimming in these invigorating waters proves the healthful lure of daily hordes. Official tests prove the Pacific's temperature here varies only 7 deg. in the year, making it the pleasantest plunge on earth, as well as the biggest. Bathing is not interfered with by marine growth or undertow and everybody disports safely in the refreshing surf.

Fishing is a popular sport both night and day. Every beach has its fishermen's pier and usually a crowd is there early and late. Sometimes schools of large fish come sweeping in and create wild excitement while the anglers reap a harvest that's talked about until the next "run" and stir. And while they pull 'em out the throngs nearby are enjoying amusement features which even those of Coney Island cannot excel.

## *Beach Clubs*

THE PECULIAR attractiveness of our seaside has brought about the most notable development of beach clubs of a high order ever known and which is still in progress. Within two years nearly a score, with a membership of thousands each, have been formed. They have put many millions of dollars into the most luxurious and commodious buildings of their kind extant and now in use, while more are in course of going up. Among others in operation are The Gables, Edgewater Club, Casa del Mar and Breakers at Santa Monica; the Pacific Coast Club in Long Beach and the Surf and Sand at Hermosa Beach.

*Pacific Coast Club at Long Beach, right, exemplary of many magnificent buildings reared by oceanside social institutions.*



*The Gables, one of many Santa Monica clubs.*

*The beaches of Southern California are gala scenes during the summer.—A view at Venice.*

December 28, 1926.]

# BEAUTY *in* BUSINESS

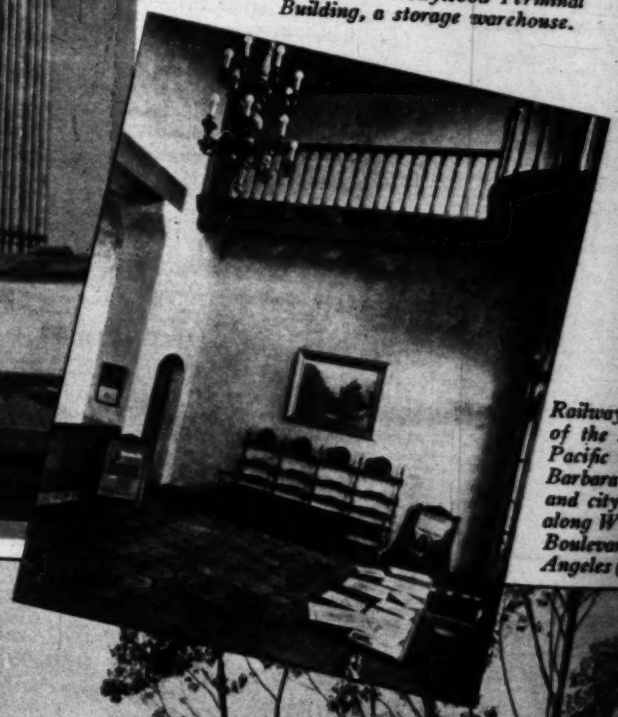
DISTINCTIVENESS in design and treatment of Los Angeles' business buildings makes this newest of all great cities also the most artistic. Southern California generally shares the honors because it is dominated by the same spirit, ever insistent upon the best in appearance as well as in quality. The result is that common trade and extraordinary beauty go hand-in-hand. Thus seem to be realized higher ideals in merchandising.

Be it a lofty tower of offices to be reared, a huge industrial plant, a palace of fine arts, a railway station, a mammoth storage warehouse or a group of stores, possibly even tiny, every effort is put forth to achieve a dignified and harmonious effect, pleasing in itself and with its structural environment. Architecture shows its finest attainments in this community.

Look at any of the recent buildings and you will find it fashioned to meet its particular purpose, utile without sacrifice of individual attractiveness and inconspicuously rich regardless of extra cost. These massive framers of the metropolitan skyline are not just "blocks"—they are classics.

*(Left) The Hollywood Terminal Building, a storage warehouse.*





*Railway station of the Southern Pacific in Santa Barbara (at left) and city stores along Wilshire Boulevard, Los Angeles (below).*

## THEATERS

WITH fully two hundred theaters, legitimate and screen, and including many of the most superb in the land, Los Angeles is an outstanding center of the whole world of make-believe. In Hollywood, capital of the motion-picture realm, was opened during the year, El Capitan, a majestic home of spoken drama, while the Wilkes, Music Box and Grauman Chinese (film) are nearing completion. Downtown the New Orpheum was finished, the Doheny is ready, and construction of that adjoining well under way. Development of playhouses keeps pace with this metropolis' stupendous advance and represents investment of capital on a gigantic scale. Shadow-play houses of the latest type, permanent and costly, are built by the score.

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*Railway station of the Southern Pacific in Santa Barbara (at left) and city stores along Wilshire Boulevard, Los Angeles (below).*







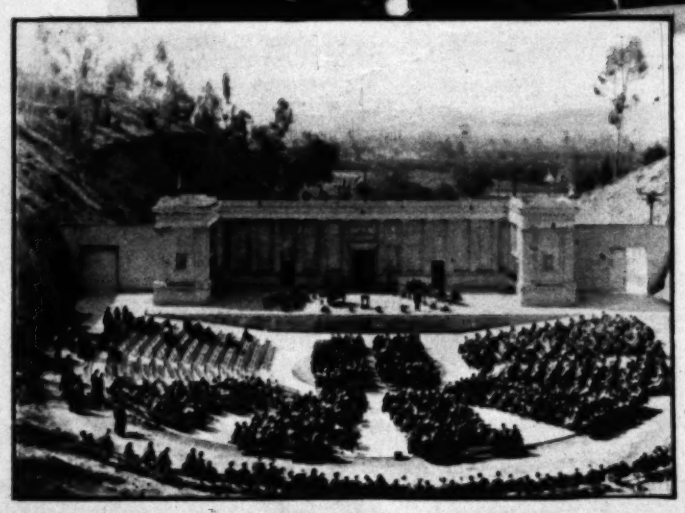

## PEOPLE *and* PROSPERITY

LOS ANGELES is now the fifth city in the United States in point of population and of retail trade. According to the figures of State Controller Ray Riley, issued on June 30, its population is 1,260,315, and there live within a radius of 20 miles of the business district, 2,128,481 people, or two-fifths the population of the state. The city's growth from 319,198 in 1910; to 576,673 in 1920; to over a million in 1925, has broken all world records, maintaining prosperity during periods of depression in other sections. From 1920 to 1925, retail business showed an average annual increase of 11.6%. During the 8 months ending in August, 1926, retail sales were 4.2% greater than during the same period in 1925.



*Stanford-University of Southern California Football Game in the enormous Los Angeles Coliseum.*



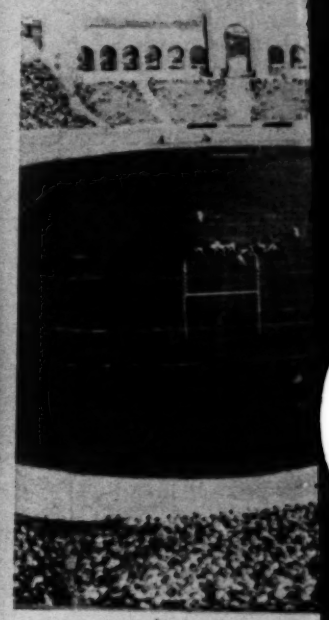


*Mt. Rubidoux, Riverside's Eastern sunrise shrine, as seen before dawn, and Pomona College Greek Theater, Claremont (at the left), where many plays are staged.*

## UNDER *the* STARS

UNDER the skies of Southern California many of the greatest assemblages are held and meritorious plays and spectacles, grand symphony concerts and religious services enjoyed by multitudes. In a Hollywood Hills setting so adapted that man had but to find it, is enacted the Pilgrimage Play, America's rival of Oberammergau, and in Hollywood Bowl, the world's most remarkable natural amphitheater, with seating capacity of 25,000, are staged striking musical treats at popular prices. Here, lately, was presented "Julius Caesar" on a scale never before essayed and vast beyond conception. In the hollows of the hills, upon mountain-tops and in the various bowls, Easter sunrise services enthrall throngs. Hemet has its Ramona Pageant, Capistrano the Capistrano Mission Play, and in Pomona College Greek Theater, Claremont, good attractions prevail. At its lovely Santa Monica Canyon ranch, the Uplifters' Club, with the best talent in the country, has an outdoor stage and every summer puts on an original classic.





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# • STADIUMS •

THIS Land of Outdoors has its gathering places in the sun and they are in demand all through the year. The Los Angeles Coliseum, the largest of its kind, has accommodated a crowd of 115,000. Easter sunrise services draw as many as 50,000 to this colossal stadium in Exposition Park. Intercollegiate football battles and other contests and sports bring out large numbers. Sunday afternoon symphony concerts were so well patronized that very low admissions, 10 and 15 cents, were found possible and the public was the beneficiary. Pasadena, after its alluring annual Tournament of Roses, holds in its Rose Bowl, every New Year's Day, a mighty gridiron combat between the strong college teams of the East and West. Usually this struggle for supremacy is witnessed by an outpouring of 100,000 eager spectators. San Diego's great stadium is the scene of many important gatherings.



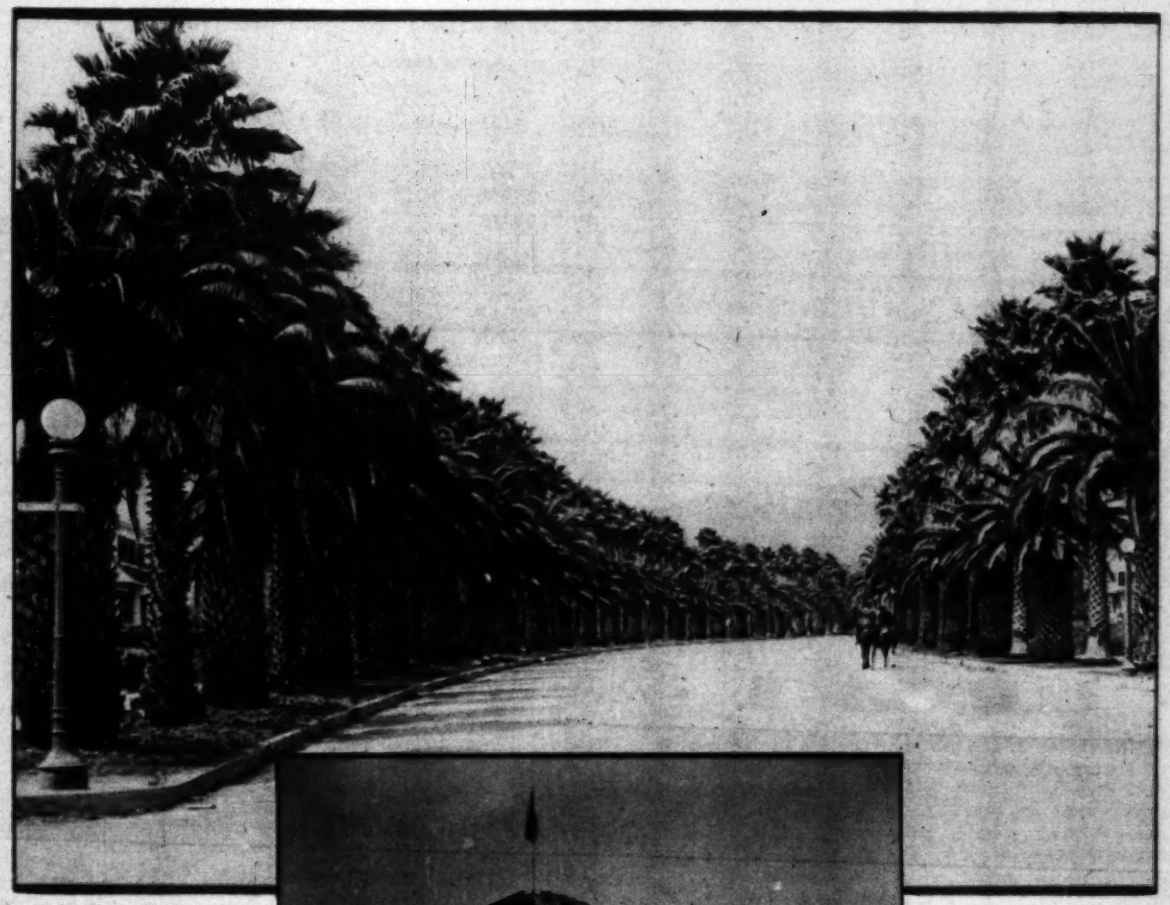




*Galli-Curci singing in Hollywood Bowl as star of a wonderful concert.*

COMMUNITY music has become more and more popular and Sunday and evening concerts of the highest order attract many thousands of persons to the Hollywood Bowl, a marvel of beauty and comfort. In San Diego a splendid pipe organ, shown at the left, draws throngs to Balboa Park week after week.





*Palm drive in Beverly Hills, illustrative of the beauty and stateliness semi-tropical growth helps achieve.*



*Own-your-own apartments like that on the left are among our later dwelling developments.*

## LIVING COSTS

THE STANDARD by which living costs in a community presumably may best be determined is the householders' outlay for public utilities, since these everybody must have, and comparisons show Los Angeles to be on an extremely low basis. Domestic consumers pay a water rate, for example, of only 13 cents per hundred cubic feet whereas the average in 183 of the largest and most representative cities in the United States is 18 cents; and our supply comes from the melting snows of the Sierra Nevada Mountains, 250 miles of the distance through the world's longest municipal aqueduct.

In Los Angeles, located in the midst of an abundant supply of oil and natural gas, practically no coal or other solid fuel is used. For cooking and house heating, gas is employed, to the virtual exclusion of everything else. The rate is 68 cents per thousand cubic feet of the very high quality of 850 heat units per foot. In most other cities a cubic foot ranges from 500 to 600 heat units only—which means that less is required here to serve the same purpose. The average yearly gas bill in Los Angeles is $36. In New York, a corresponding amount of gas fuel costs $96; Chicago, $90; Denver, $80; Boston, $102; San Francisco, $78; St. Louis, $79; Detroit, $57; and Portland, Ore., $94. The average Los Angeles home uses thirty-four kilowatt hours' electricity monthly and pays $1.90—a markedly low price. Similarly low utility rates obtain throughout Southern California.

*Many families prefer to live in pretty bungalow courts. Note view below.*









*Laguna Beach, the mecca of artists (above) and Santa Catalina Island (right) have charms of shore and sea.*



## HOMES

EVERY conceivable factor contrib
homes and gardens. In and n
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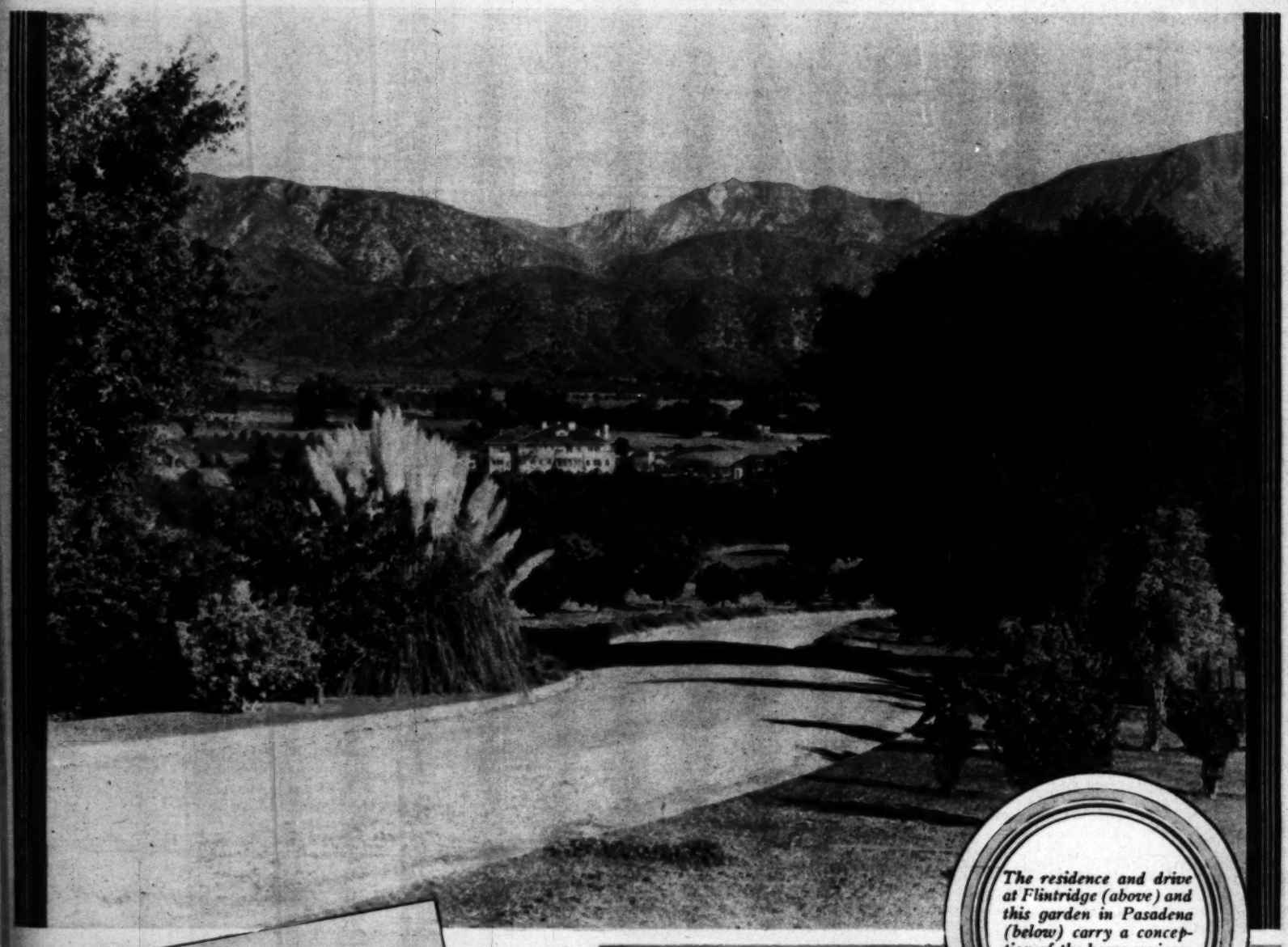
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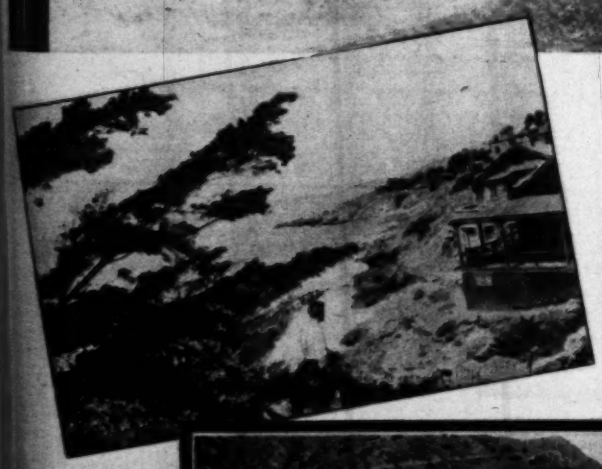
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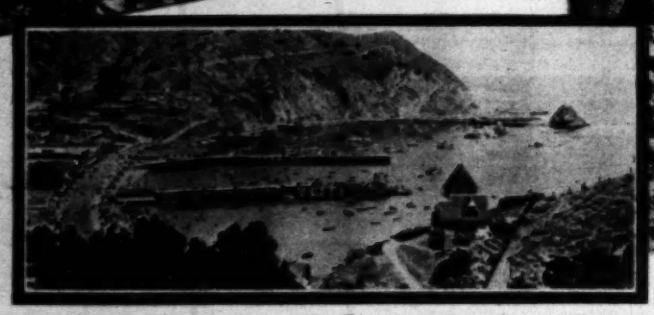


*The residence and drive at Flintridge (above) and this garden in Pasadena (below) carry a conception of the home environments of the Southwest*





*Laguna Beach, the mecca of artist (above) and Santa Catalina Island (right) have charms of shore and sea.*



# HOMES *and* GARDENS

EVERY conceivable factor contributes to make Southern California distinctively a region of homes and gardens. In and near Los Angeles is available such a variety of building sites that the most exacting person can have his heart's desire gratified. Mountains, valleys, woodlands, hills, canyons, seaside or island, secluded country or city proper—everywhere dwellings of all types and costs, from mansions to tiny bungalows, find their places; and they fit naturally and comfortably in settings not marred by crowding, for here is ample space and no congestion. While we probably have more than the usual proportion of palatial residences, the average house is smaller and the average lot larger than where there is not an all-year climate. Because of the constantly-favorable weather conditions and far-flung environment Los Angeles, unlike other cities, grows outward rather than upward; and the percentage of home owners far exceeds that elsewhere.

The flora, trees and shrubs of virtually every clime thrive here and a park or garden may be new in April and have the growth and coloring of a fairly old masterpiece by September. By simple transplanting can be produced in a few months an ornamental landscape that would require ten or a dozen years in the East—and it will glow with semi-tropical foliage and flowers. Vegetable gardens are numerous, accurate surveys showing that at least 75 per cent of lots in the residence districts have them, well kept and generously yielding.



*A home along foothills in Beverly Hills.*



*Big Bear Lake*

# OUTINGS

SET IN the heart of a recreation land that has no peer, Los Angeles, one of the busiest and most substantial cities on the globe, also holds national leadership in the realm of outdoor play activities—outings, camping, fishing, hunting, climbing peaks, motoring, and the happy, invigorating open-air life generally. Beside extensive local facilities the municipality has three mountain camps—Seeley and Radford in the San Bernardinos and Inyo in the Sierra Nevada near Mammoth—where even adult citizens may enjoy delightful vacations at nominal cost. Dashing streams and hundreds of sparkling lakes in which trout abound are within easy reach of the metropolis. Less than a day's auto drive away loom America's loftiest mountains, eternally snow-crested, their scenic grandeur beyond portrayal and their embrace so vast that all the Alps could be dropped among them and lost! Big game as well as small remains in the hills and woodlands—millions of acres—preserved by the Government. Climatic conditions and all other desirable considerations here provide unique vacation opportunities in any season for boys, girls and grown-ups. That is why there are few cases of "all work and no play" in Southern California.

*A trout-fishing party hits the trail near East Fork of the San Gabriel River.*

*Camp Seeley, one of two Los Angeles city playgrounds in the San Bernardino Mountains.*



# As an this Man



MILTON CARLSON IS WORLD FA
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It is said of Mr. Carlson that hi
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It seems odd, but it is true, Mr
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The District Attorney then asked
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Is it any wonder that people refer
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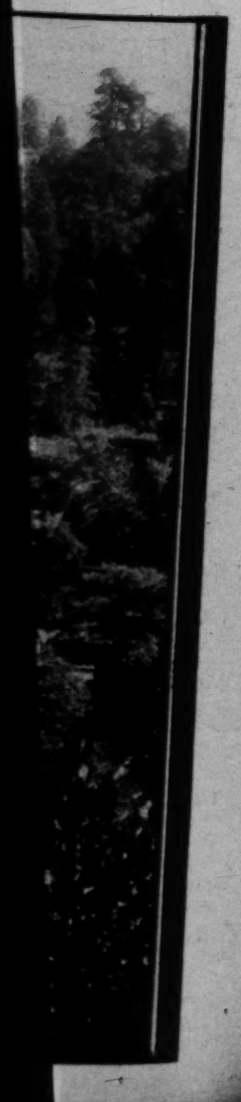


*Big Bear Lake*

## NGS

a recreation land that ngeles, one of the busi- al cities on the globe, lership in the realm of outings, camping, fish- eaks, motoring, and the n-air life generally. Be- cilities the municipality nps—Seeley and Rad- rdinos and Inyo in the Mammoth—where even ny delightful vacations ing streams and hun- in which trout abound f the metropolis. Less away loom America's ally snow-crested, their d portrayal and their all the Alps could be nd lost! Big game as in the hills and wood- es—preserved by the conditions and all other here provide unique n any season for boys, That is why there are rk and no play" in alifornia.

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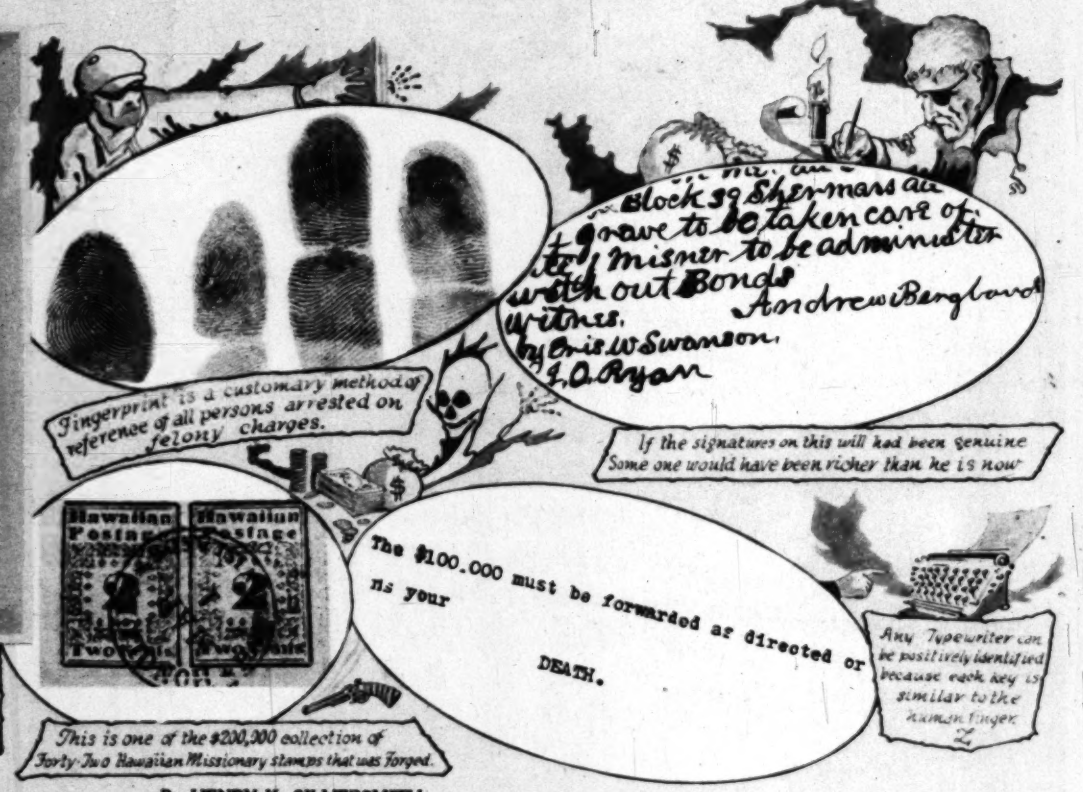




# As an Examiner of Questioned Documents this Man has Gained International Fame.



MILTON CARLSON IS WORLD FAMOUS IN MAKING CRITICAL EXAMINATIONS OF HANDWRITING, TYPEWRITING, FINGERPRINTS AND OTHER DATA.




By HENRY K. SILVERSMITH

FAME and fortune or prison and disgrace?

How often the fate of an individual has turned upon the scratch of a pen—under the microscope!

Time and time again has Milton Carlson, of international fame as an examiner of questioned documents and one of the world's foremost handwriting experts, proven this to be true. In his offices, Suite 601 Law Building, 139 North Broadway, Los Angeles, California, this master of his chosen profession unravels the tangled threads of crime, love and mystery.

Little wonder, then, that editorial comment has been made all over the civilized world on various conclusions made by Milton Carlson, for in addition to his ability as an handwriting, typewriting, fingerprint and document expert on wills, deeds and all instruments having to do with business, romance or crime, his knowledge of court procedure, or in other words, the applicability of the documents in question to the issues involved, is invariably supported by his keenness and clearness of expression under direct or cross-examination.

### HE CAN DETECT ANY FRAUD

It is said of Mr. Carlson that his offices are equipped with a magnifying glass to detect any fraud, and certain it is he maintains an efficient staff, including an expert photographer.

It seems odd, but it is true, Mr. Carlson knows your writing better than you know it yourself!

For instance, during the trial of David Caplan, who was associated with the McNamara brothers in the dynamiting of the Times Building, which was a case of international importance, the question of handwriting was one of the pivotal points at issue. Carlson was the sole expert relied upon by the prosecution in the Caplan case. Here is how he turned the tables upon a noted local lawyer. In the course of his testimony Carlson stated that the opinion of handwriting experts is superior to another person's opinion, even of his own handwriting.

### KNOWS MORE ABOUT YOUR HANDWRITING THAN YOU DO

"Do you mean to say that you know more about my handwriting than I do?" asked the attorney.

"I have said that the opinion of an expert is frequently of more weight than the opinion of the person who wrote the questioned writing," answered Mr. Carlson.

Counsel waited a few minutes then produced a paper on which there appeared a number of sentences in apparently different handwritings. He asked expert Carlson if he could tell if one person wrote the sentences, and if so, how many pens were used.

Looking at the writings for a moment, Mr. Carlson asked for time to examine it, took the paper to his office, where he imitated the questioned document so he could discuss it more intelligently, and after the noon recess, returning to court, he inadvertently left the paper which he had written in imitation of the other on the table used by the cross-examining attorney. When the attorney continued his cross-examination he picked up this paper, studied it, and apparently recognizing it, said:

"Mister Expert Witness, if you have sufficiently examined it, please now tell us how many people wrote this paper?"

### EASILY PROVED HIS STATEMENT

Reaching for the paper, Mr. Carlson recognized it at once as his own imitation and answered politely:

"One person wrote this and he wrote it with one pen."

"Are you sure?" asked the attorney.

"Absolutely," replied Mr. Carlson.

The attorney said he would prove that it was written with two pens, for he claimed he wrote it himself in the court room. In the meantime, Judge Willis pointed out to Mr. Carlson that he had made a very positive statement and not merely given his opinion. Carlson again reiterated that he meant to be positive and the attorney refused to examine further.

The District Attorney then asked Mr. Carlson how he knew one person wrote the statements and that only one pen was used.

"Because," replied Mr. Carlson, "I wrote them myself with one pen in my office during the noon recess of court."

### CARLSON IS DEEP STUDENT OF PSYCHOLOGY

Is it any wonder that people refer to Mr. Carlson as a student of psychology and a past master of nice repartee?

The lawyer in the Caplan case thought he recognized his own handwriting, and the incident proves what Mr. Carlson contends (at least sometimes)—that handwriting experts know more about questioned writing even than the person who wrote it.

The above and similar incidents are only some of the things which could be cited which make Mr. Carlson one of the cleverest, most liked and reliable witnesses of this period. This expert makes the typewriter confess the whole truth when his keen eye looks through it. Here is one example:

A lady received a box of candy through the mails, and being rather suspicious, had the confections examined to see if they were quite all right. To her surprise it was found that the candy contained poison. How could this box of candy, bearing a firm name in the corner, be traced?

Mr. Carlson was called into the United States court and proved that the label came from a certain source, and also proved the identical machine on which it was typed.

Typewriting, such as minute books, wills, deeds and all manner of instruments, examination of which, forms a part of Mr. Carlson's professional services constantly.

### MANY FINGER-PRINT AUTHORITIES WRONG

And when it comes to finger-prints, Mr. Carlson has established beyond question of doubt that many finger-print authorities are wrong in their "absolute and infallible" identification. For example, finger-prints remain the same while one is unconscious or in death. What then would prevent the unscrupulous in the unconscious moments of the victim to ink the finger and press it upon the will, a check, or any document or paper that he chooses? That finger-prints can be forged, fabricated and duplicated by artificial means is common knowledge. Finger-prints, the ten digits carefully and methodically taken, have their place as one of the many means for a criminal record, while Mr. Carlson, but when a single print or two are found at a seat of crime, or attached to a document, or check, etc., the chances for error, fraud or forgery become too apparent; in fact, dangerous.

### HEART-BREAKING APPEALS

"Help me," is the appeal to Mr. Carlson from all corners of the world. And these calls are not spasmodic, but of daily occurrence. Not many weeks ago a letter was received from a poor unfortunate, at that time in jail in New Zealand, with his trial pending and finger-prints forming an important part. "Could the expert about whom he was reading as he sat in his cell help him?" was the pleading ending of the appeal.

Twice has Mr. Carlson successfully proven in court the dangers of the finger-print system. At Valdez, Alaska, in the United States court, where he was called to testify on behalf of the defendant as to finger-prints upon a fragment of glass, the government elected to prove its case upon the testimony of its finger-print witnesses. Mr. Carlson was challenged by the United States District Attorney to produce any finger-prints in which there would be "even one characteristic" in the same homologous position as that from Rich's hand. Mr. Carlson proved his contention to the perfect satisfaction of the jury, which returned an unanimous verdict of "Not Guilty."

It was at the trial of the People vs. Roscoe (Fatty) Arbuckle, held at San Francisco, California, that the bedroom door removed from the St. Francis Hotel was produced as evidence. It purported to bear upon the inner side, finger-prints and hand-prints of Mr. Arbuckle and Miss Rappe (deceased). State's finger-print expert testified the finger-prints were the "death struggle" prints in which Arbuckle clasped her hand, clamped it together and forced it off the door as she attempted to escape.

### EXPOSED FABRICATED FINGER-PRINT

Mr. Carlson, testifying as an defense expert, proved the prints to be abject fabrications, and that parts thereof that had a semblance of finger-prints were made from portions of human skin and not that of Mr. Arbuckle or Miss Rappe's, but were portions of another's hand. This is the first time on record that a fabricated print had been successfully exposed.

Naturally, many tests are presented to the expert in court. This is almost a daily happening with Mr. Carlson. The usual question by the attorney is: "Who wrote this?"

Mr. Carlson was put through such a test a few weeks ago and was allowed but a few minutes to examine. His keen eye, studying with every motion of the pen running through his brain, noted that the defendant wrote the top and bottom lines. The announcement was received with surprise but the defendant, taking the stand, corroborated Mr. Carlson's statement.

### THIS TEST FREED AN INNOCENT MAN

In Municipal Judge Ambrose's court, not long ago, Mr. Carlson's evidence completely reversed a case on trial in which the complaining witness was jailed for perjury and steps were immediately taken to free the man originally accused. Mr. Carlson simply proved that the alleged forgeries corresponded more with the complaining witnesses handwriting than they did with the man charged.

From India, not long ago, was dispatched a letter in which the sender inclosed samples of writing and wrote he had "heard of the eminent expert Carlson and wanted his assistance." Indeed is Mr. Carlson a world-wide leader in his chosen profession.

December 28, 1926.]







ESTABLISHED IN 1896

WE HANDLE ALL THE INSURANCE FOR

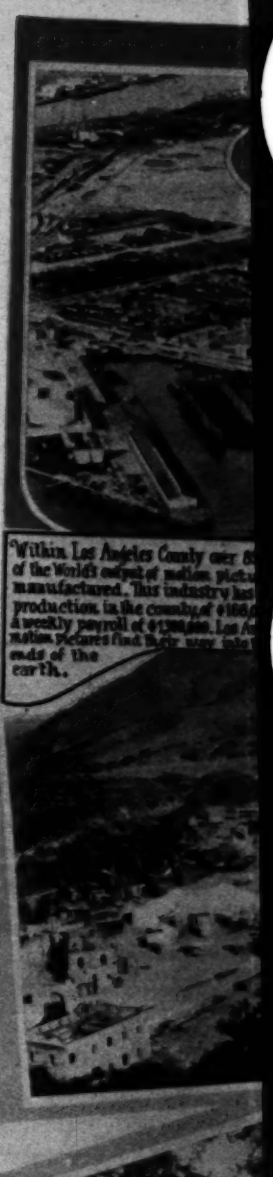
THE TIMES-MIRROR COMPANY
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DUCOMMUN CORPORATION
LOS ANGELES FURNITURE COMPANY
HOME SERVICE COMPANY
PEERLESS LAUNDRY COMPANY
TROY LAUNDRY COMPANY
C.B.VAN VORST COMPANY
STANDARD PACKING COMPANY
DAVIS STANDARD BREAD COMPANY

AND

THOUSANDS OF OTHERS

WHY NOT LET US WRITE YOURS?






Main Banking Room
Pacific National Bank

# Los Angeles County

## Nature's Workshop & A Year 'Round Playground



Los Angeles County's HARBOR

Shared jointly by Los Angeles and San Pedro, was second to New York in Ocean Tonnage last year. During that period Los Angeles harbor imported $38,509,414 worth of cargoes and exported merchandise valued at $47,208,438.



Los Angeles County lies within the great Citrus belt of Southern California. Here is a view of miles of orange trees nestled beneath snow capped peaks. During the past year Los Angeles County's orange crop amounted to 3975,075 boxes with a value of $17,981,585. The entire agricultural production of the county was valued at $69,367,124. For a number of years past Los Angeles County has led all counties of the nation in the value of agricultural products.

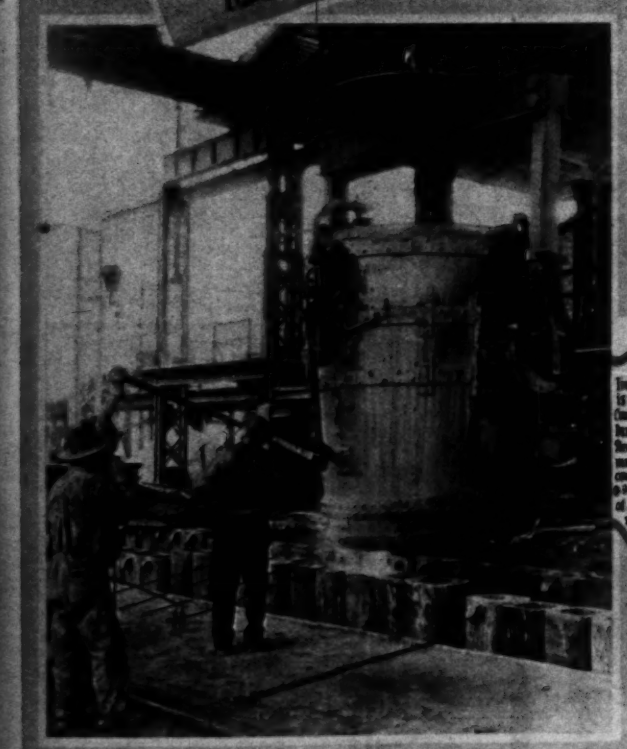
Within Los Angeles County over 85 per cent of the World's output of motion pictures are manufactured. This industry has an annual production in the county of $160,000,000, with a weekly payroll of $1300,000. Los Angeles-made motion pictures find their way into the farthest ends of the earth.



Big Pines Recreation Camp, located entirely within Los Angeles County, with an area of 20 square miles. The camp is free to all campers and lovers of the mountains. The park is capable of accomodating 5000 campers. Within the 25,000 acres are located numerous camp sites with stoves and other equipment.



Within a radius of 20 miles of Los Angeles County's harbor one-fifth of the world's output of oil is produced. Last year this area produced 222,375,249 barrels, practically all of which was handled at this port. During the past year the petroleum products manufactured in Los Angeles County were valued at $221,880,298.



The manufacture of Iron and Steel products is now one of Los Angeles County's leading industries. During the past year iron, steel and metal products manufactured in the county were valued at $96,271,430. The value of all of the county's manufactured products totaled $1,250,000,000.



Nine-Tenths of the population of Los Angeles County lives within thirty miles of the sea. The county has a coast line 85 miles long, ideal for bathing, boating, fishing and other aquatic sports.

# Southwestern Engineering Corp.

## Hollingsworth Building
## Los Angeles, California

**Manufacturers and Engineers**

*26 Specialized Engineers in Mining, Metallurgy, Chemistry, Geology, Petroleum and Mechanical Engineering and Design*

**"SOUTHWESTERN FOR SATISFACTION"**









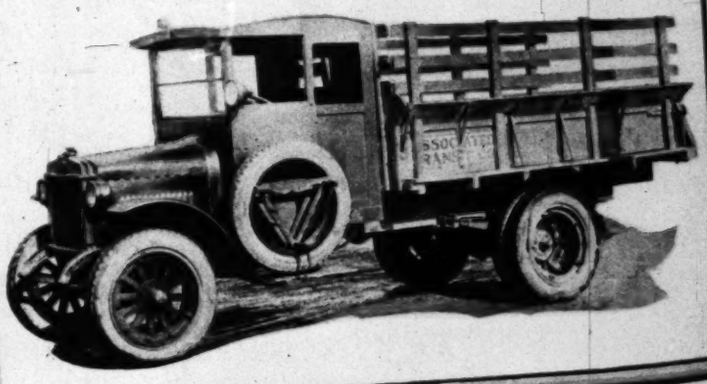




# ASSOCIATED TRANSIT COMPANY, INC.

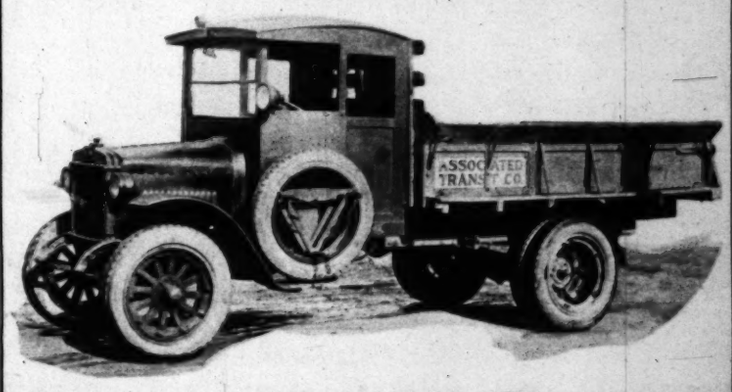


FOR NEWSPAPER DELIVERY



FOR HEAVY DUTY TRANSPORTATION

FOR MEAT PACKING HOUSE DISTRIBUTION

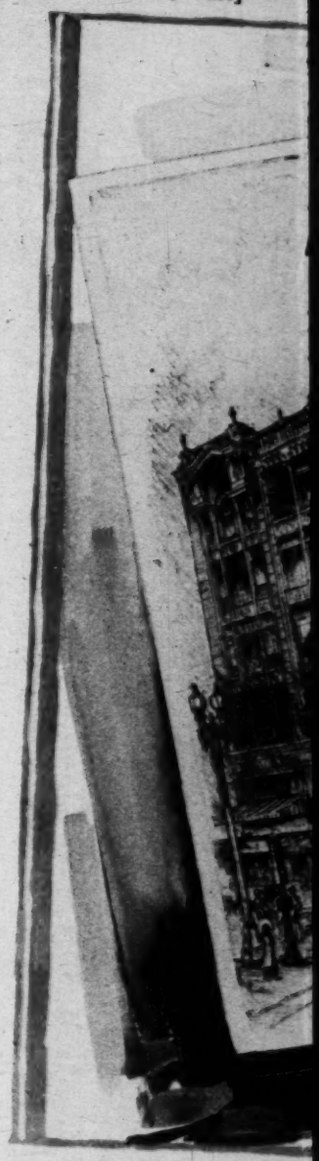



THIS COMPANY furnishes twenty-four-hour service every day of the 365 days in the year. Operating on certificate authorized by the California Railroad Commission the service to the public consists of the delivery by auto trucks and trailers of newspapers, news print and meat packing house products. Deliveries are made to all parts of Southern California.

The institution operates warehouse facilities in the Los Angeles Harbor District.

The Associated Transit Company, Inc., operate the only exclusive meat packing house delivery service in Southern California. The institution is also the largest distributor of daily newspapers on the Pacific Coast.

General offices of the company are in the new building, owned and constructed for the specific needs of the service rendered, on Mateo at Bay Street.

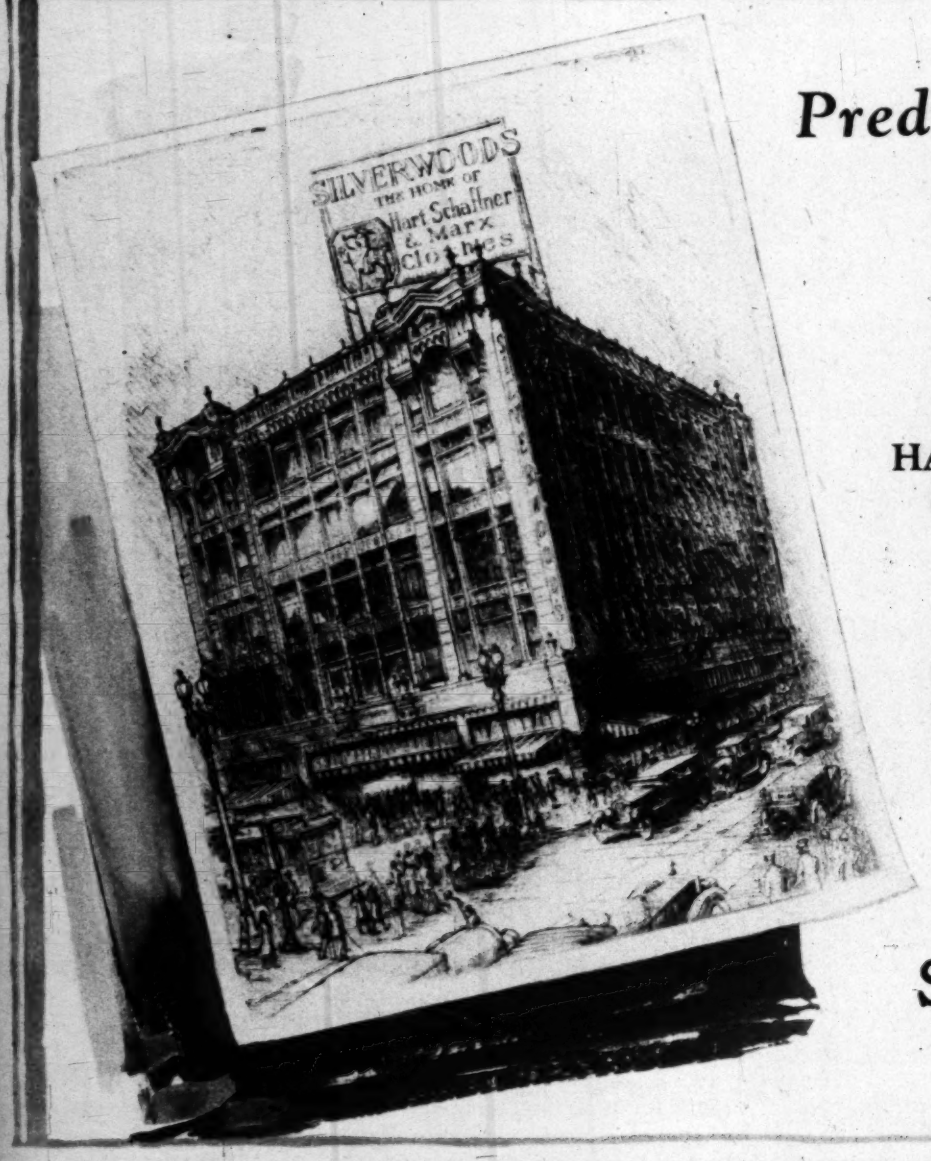




OUT

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Posters and Pa
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SAN FRANCISCO - LONG




## *Predicting a Big Year*

HART SCHAFFNER & MARX
*CLOTHES FOR MEN*
STETSON HATS
SELZ SHOES
MANHATTAN SHIRTS
PHOENIX HOSIERY

*At West's Greatest Corner*
*for Men and Boys*

**SILVERWOODS**

*Entire Six Floors*—SIXTH AND BROADWAY




## OUTDOOR ADVERTISING ON THE PACIFIC COAST

Foster and Kleiser Company service is the result of twenty-five years of Outdoor Advertising experience, progress and leadership on the Pacific Coast. This service is available in practically every community in California, Oregon, Washington and Arizona.

Posters and Painted Displays as operated by Foster and Kleiser Company, are used consistently by the leading national and local advertisers in combination with other media in covering this fertile growing market.

Results gained from Foster and Kleiser Company service, teaming with other good media, are surprising, both as to cost and time element involved in winning and consolidating the Pacific Coast market.

This medium has demonstrated its worth so that year after year many local and national advertisers renew their contracts and add to them. Whether your problem is national or local in character, it will pay you to investigate what Outdoor Advertising can do for you. Its low cost will surprise you.

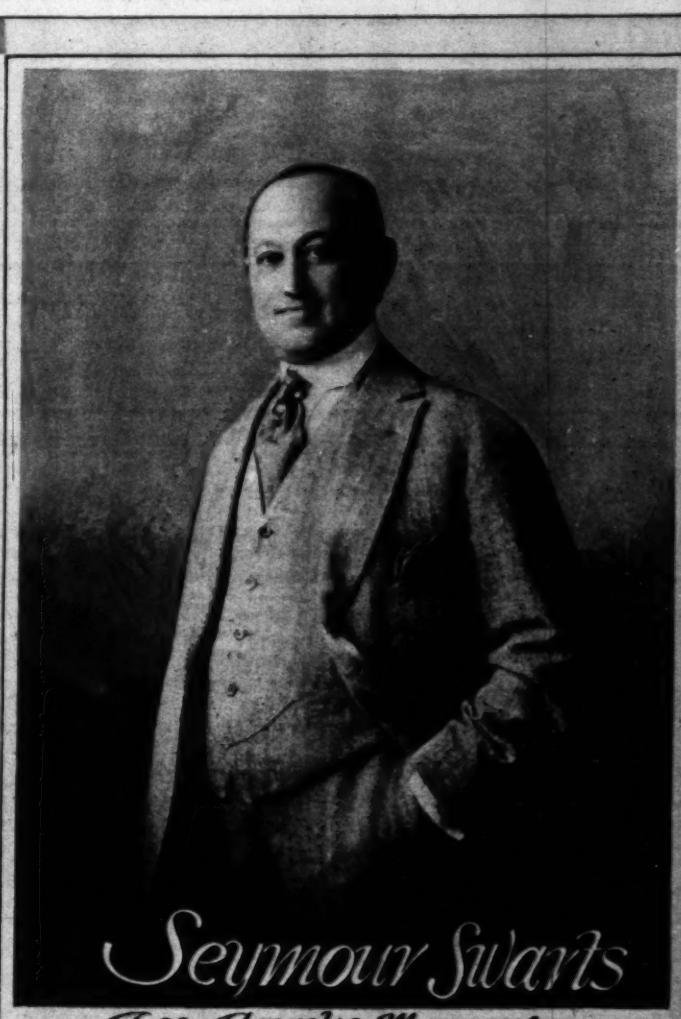
**Foster and Kleiser**
— COMPANY —

1550 W. WASHINGTON ST. ~ LOS ANGELES
NEW YORK OFFICE ~ ROOM 1112 ~ No. 1 PARK AVE.
—ALSO—
SAN FRANCISCO - LONG BEACH - SAN DIEGO - OAKLAND - SACRAMENTO - FRESNO - PORTLAND - SEATTLE - TACOMA - MEDFORD



Ernst Lubitsch

A PARAMOUNT DIRECTOR

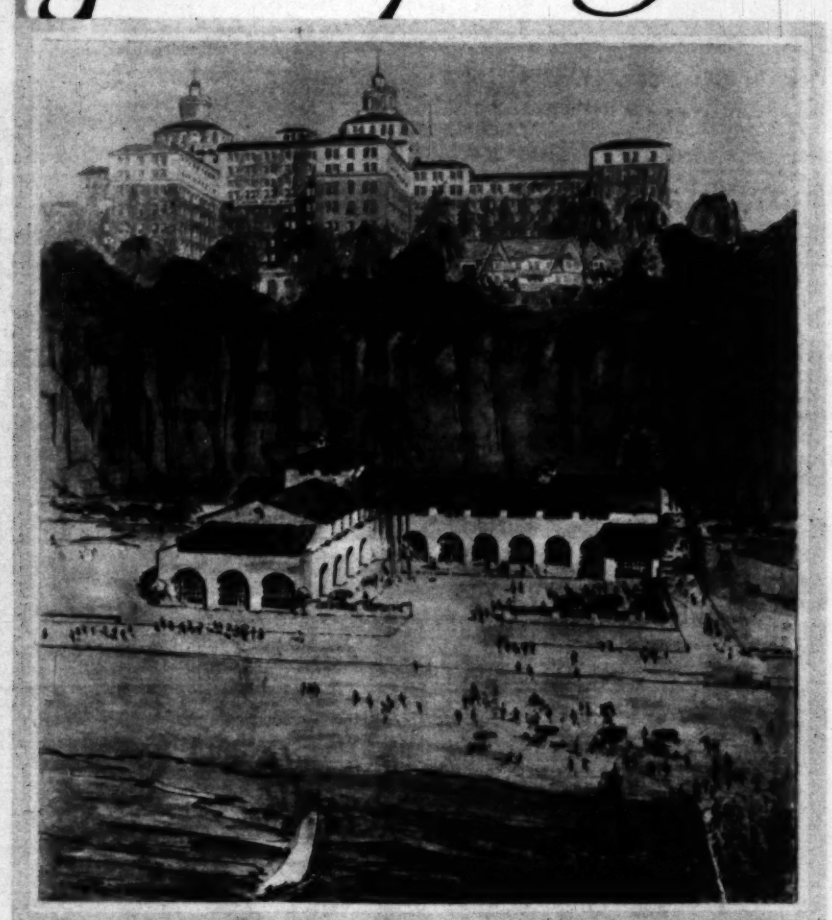


Seymour Swarts

Los Angeles Manager

Federated Metals Corporation

# The Largest Beach Hotel in California



SANTA MONICA'S HOTEL MIRAMAR-
WILSHIRE BOULEVARD AT THE OCEAN

WHEN completed, The Miramar Hotel, located amidst tropical trees and flowers in the Palisades of Santa Monica, overlooking the Pacific Ocean, will be the largest beach hotel in California. The left wing and central U-shaped unit are completed and open to the public. At the present time 646 rooms are available for guests, and final completion, which means the right wing addition, is announced for not later than July 1, this year. The completion of this feature is being accomplished without the slightest inconvenience to the two units now in operation. With final completion, the hostelry will contain 800 guest rooms.

The left wing was erected two years ago and contains 246 rooms, divided into 108 apartments, costing half a million dollars. The completed central U-shaped unit contains 2,600,000 cubic feet and cost to construct 50 cents per cubic foot. In the sub-basement of this unit are the steam boilers, electric generators, ice-making machinery, water softener, and other mechanical features for convenience of guests. Also, this unit affords space for the coffee shop, barber shop, concessions, help's cafeteria, etc. The first floor contains the lobby, dining room, Peacock Alley, ballroom and other spacious rooms for larger gatherings. The ballroom is arranged with banquet serving features to accommodate 1,000 people. The dining room and coffee shop afford accommodations for 2,000 guests.

Above the first floor, in the center of the U, The Miramar boasts one of the finest roof gardens in America. In addition this unit offers 400 guest rooms.

The Wilshire, or right wing, now nearing completion, will contain 180 rooms above the third floor, the first three floors and basement having been leased to the Miramar Club of California. The basement of this wing will afford locker room accommodations for club members.

The building in the picture on the ocean's edge covers 200 feet of beach frontage. All outdoor aquatic sports desired may be enjoyed on the sand and in the water over this space. Indoor water sports may also be enjoyed in the large, regulation size, warm salt water plunge. Portions of the sand frontage are glass encased, permitting the taking of sun baths by those who so desire. The hot salt water plunge permits the taking of hot salt water baths and the water is subjected to chlorine treatment, thus insuring against all forms of bacteria. There is another feature of these baths in that the chlorine treatment renders the salt water clear as crystal.

Direct contact with the building on the sands is had with the hotel proper by subway and viaduct approach.

Every feature necessary to the convenience of guests has been provided for in the general scheme of things in the construction of the entire undertaking. For instance, just off the plunge, in the beach building, is a spacious tiled patio where luncheons and teas will be served. Then, there is a large grill for bathers, to say nothing of ample lockers with dressing rooms, with shower connection, so that at all times bathers may enjoy the fullest amount of privacy.

Where stands the present magnificent Miramar Hotel, 50 years ago was built the mansion still standing, which was the home of Senator Jones. During the latter's occupancy of the home, Santa Monica was the center of all social activity of Southern California. At that time, also, silver was pouring into California from the justly famous Comstock Lode mines of the early '70's. As time passed, the famous mansion became The Miramar Hotel, from which the present great class "A" steel frame construction, fireproof and earthquake-proof improvement has resulted. The Senator Jones home remains in the present setting, just in front of the Wilshire wing. It forms part of the wonderful tropical garden setting to the magnificent new structure. Surely history is repeating itself for again, today, social activity is once more reclaiming its own and the scene is again Santa Monica's Miramar.

The location of The Miramar Hotel is fifteen miles from the heart of Los Angeles and situated as it is amidst tropical flowers and trees in its private park, little wonder that experts concede it to be one of the most wonderful hotels of any on the entire Pacific Coast!

Included within the confines of the park setting, Miramar guests can enjoy usage of the tennis courts and putting greens, there being two of the latter.

The Miramar Hotel and its colorful setting stand as another great monument to Southern California progress and development. Indeed is its location significant, where Wilshire Boulevard meets the Pacific Ocean.



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# MARCO H. HELLMAN

## A Dominant Figure in California Development



By HENRY K. SILVERSMITH

MARCO H. HELLMAN is one of the prominent and worthy figures in the history of California. He stood rather close in the shadow of his distinguished father, Herman W. Hellman, one of the pioneer business men of Los Angeles and, at the time of his death, recognized as the Southland's leading banker and one of its wealthiest men. Still Marco Hellman has done fairly well and the end is not yet by any means. Los Angeles and the Pacific Coast still want men of unimpeachable integrity and sterling honesty and unselfishness to lead in the vast movements that crowd now to the front and in the quest for such it is not likely that the man who is the subject of this sketch will be overlooked.

Marco H. Hellman was born in Los Angeles, September 14, 1878, the son of Herman W. Hellman and Ida (Heimann) Hellman. He was educated in the public schools of this city and Leland Stanford University. Then he started his banking career. But here is a man who has a genius for many things. He has many irons in the fire, and as Hamerton said of a contemporary, hammer, tongs, and all, he keeps them going.

He is at the present time president, vice-president or director in leading Los Angeles financial institutions, so many different industrial corporations and various enterprises making for pleasure and community development, to say nothing of his keen interest in politics, that even he himself finds it very difficult at times to keep track of all his various interests. Naturally, as executor of the vast estate of his father, it is very necessary that Mr. Hellman be an active participant in numerous corporations.

Marco Hellman presents a strong contrast to Darwin. He has not lost the beauty of life. To him every day is a new day filled with wonder and loveliness. He has found the mystic key that opens the gates of the palace of happiness. It is in doing every hour the duty of that hour; from that the supreme happiness comes. His philosophy is that if the rule of life laid down by the Heavenly Father is strictly followed, it works out the most intensely practical with scientific accuracy.

He radiates light and faith and cheer as the sun shines light, because he absorbs them and the giving them forth is a matter of course. He lives in an atmosphere of helpfulness. He is a delightful optimist. He is not given to the uttering of despairing or bitter words. He has time and time again passed through the fires of betrayal by supposed friends, but he has come forth from each ordeal without the smell of fire on his garments, his faith in man full-orbed, his confidence still strong, without bitterness, and I am tempted to say, without regret.

Marco Hellman takes broad views of life; he looks upon it as an ordered whole, not a chaos; he sees in it unity, purpose, the whole creation moving to some "far-off, Divine event." With him there are no accidents; over all, God. If pain comes to him, if set-backs multiply, if friends prove unfaithful, he is able to count it as nothing; he simply forgets it and goes calmly on in the path of duty.

Marco Hellman has ever been a busy man. He's been entirely too busy to engage actively in politics, but of necessity he is most vitally interested in every political activity having to do with California. From the earliest moment of his advent into Los Angeles banking circles, Marco Hellman displayed his ardor in desiring to aid and encourage any and every movement for the advancement of Los Angeles. He is not only one of the makers of Los Angeles of today, he is one of the makers of Southern California. More, for Marco Hellman has laid a fashioning hand on the progress and development of the entire State of California. Never for one moment has Marco Hellman ever lacked in civic pride.

Marco Hellman will leave the impress of his thought and life indelibly here. He has a heart of gold and he is true to his friends. He has a fine, old-time sense of honor and his word is as good as his bond. His civic pride can be no better illustrated than when, some years ago, the Owens River Aqueduct project was proposed and money was badly needed to complete it so that the city of Los Angeles and many surrounding towns and villages could enjoy pure drinking water. Bonds for the project were issued and it was impossible to dispose of the entire issue through regular channels, but Mr. Hellman knew the project must not be delayed and so he stepped into the breach and sold the balance, amounting in round numbers to one million dollars.

Simple as a child in his tastes, easily approached, bearing his honors and the prestige his well-earned wealth give him meekly, a firm and unfailing friend, a generous but vigilant enemy, in charities abundant, Marco Hellman will so continue as he passes down the golden slope towards the sunset, and when at last he goes over the "Great Divide," he will leave behind the memory of a life well and nobly lived and his name will be carved high on the marble shaft of California's worth-while citizens.

As a matter of fact, Marco Hellman holds more offices in banks, corporations and civic institutions than most any other Californian. He has been prominent in every enterprise that looked to the growth and prosperity of Los Angeles since his advent into business activities. He has lent his splendid energies to the securing of many of the buildings and enterprises that have proven of vast interest to Los Angeles. Like the plume of Henry of Navarre that was said to be ever conspicuous where the battle raged hottest and always in the path of victory, the commanding figure of Marco H. Hellman is always to be seen where something important is to be done for Los Angeles. Another thing is worth mentioning: he has never failed on any proposition to which he has given his attention; victory has always crowned his efforts. Opposition only rouses him to more tireless energy; no matter, after he has made up his mind on the desirability and feasibility of an enterprise, how many of his best friends expostulate with him and try to turn him from his purpose, he becomes all the more firm and redoubles his efforts.

No man in California has so thoroughly won the confidence of the leading financiers of the nation as has Mr. Hellman. With a splendid fortune of his own and always ready to invest it where are promises of safe and reasonable returns, he is able to secure all needed help in every civic or sound business enterprise. Capitalists know him and trust him and will back up what he proposes. He has probably more financial backing than any man in California. Little wonder that Marco Hellman is rated as he is!

A man of solid, rather than brilliant, attainments; of great force of character, sticking to what he undertakes with the grip of a bull-dog; a keen and piercing intellect that plans efforts with almost mathematical precision; of wide horizon and outlook on practical affairs; of lightning-like apprehension; one who easily looks through his opponent in a business transaction; of solid build, but of fine quality; bending his every energy to the work in hand and cheerful and patient always; many know his soulful smile and the cheery wave of his hand and all know him but to love; such a man, in a paragraph, is Marco H. Hellman.

Being one of the most popular financiers in America, naturally Mr. Hellman is a member of most of the leading clubs. It goes without saying he is a Thirty-second Degree Mason, a Mystic Shriner and an Elk.

When the roll of California's worthy sons is made up for final entry, high on the shining list will be that of Marco H. Hellman.

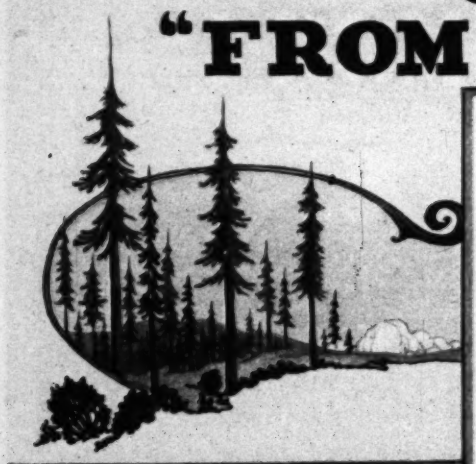
He was happily married in 1908 to Miss Reta Levis of Visalia, Cal., who passed out of this life Christmas Day, 1920, and has borne to him two children, both living. Mrs. Hellman entered the immortal life, leaving, like a grand oak struck down by the raging storm or by the ringing axe of the woodman, a lonesome place against the sky.

Some have been jealous of Marco Hellman's deserved success. When I meet this man I recall what Chaucer in his "Canterbury Tales" says of his favorite knight: "He loves chivalry, truth and honor, freedom and courtesy." His warm, tender heart beams from his eyes and makes his kindly face luminous like the sunrise. Marco Hellman is not a scorner of the weaknesses of men, not an indifferent witness of the vast tragedies of human life; he lives in a house by the side of the road and is a friend to man.

Marco Hellman never has, and probably never will, cease to be one of the outstanding examples of the big business man, always ready to extend himself for the further advancement of Los Angeles and California.

# HAMMOND LUMBER COMPANY

## "FROM FOREST TO BUILDER"



DOUGLAS FIR MILLS: Mill City, Oregon
REDWOOD MILLS: Samoa, California
Combined capacity, 1,000,000 feet per day
MAIN LOS ANGELES OFFICE AND YARD
2010 South Alameda Street, Los Angeles
Telephone HUmbolt 1591

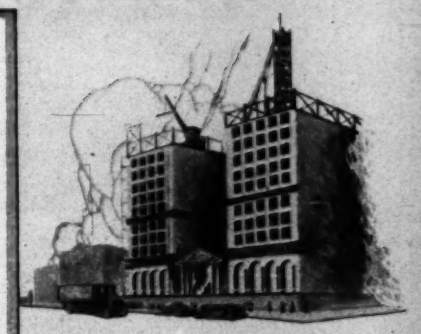
Dealers in ROUGH and FINISH LUMBER, ROUGH and FINISH HARDWOODS, MILL WORK, SASH, DOORS, GLASS, BUILDERS' ROUGH and FINISH HARDWARE, COMPOSITION WALL BOARDS, PAINTS and OILS, ROOFING (Applied or in Rolls), HARDWOOD FLOORING Laid and Finished, LIME, CEMENT and PLASTER.

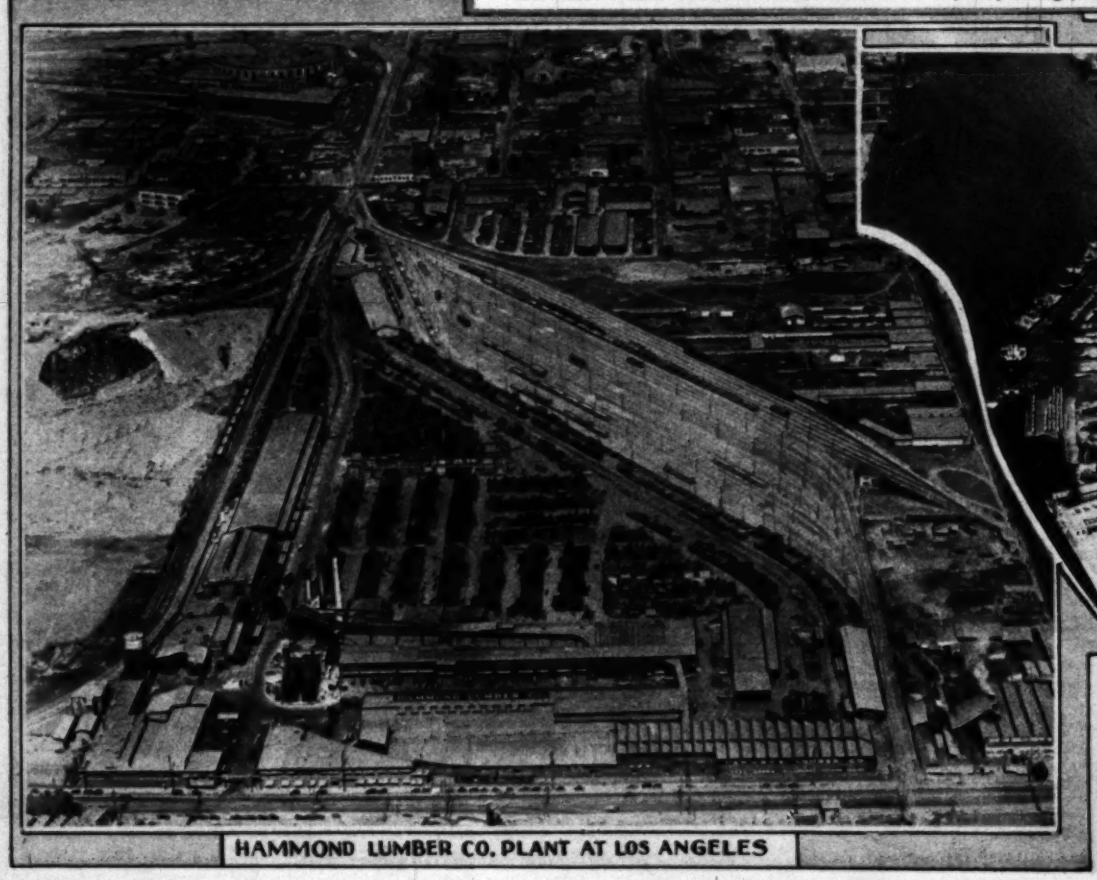
SOUTHERN CALIFORNIA BRANCHES

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| BRAWLEY | LONG BEACH | OWENSMOUTH | RIVERSIDE |
| COLTON | NEWHALL | PASADENA | VAN NUYS |
| HIGHLAND | ONTARIO | POMONA | WESTMORELAND |
| HOLTVILLE | ORANGE | REDLANDS | ZELZAH |

SAN BERNARDINO

HEAD OFFICE: 260 California Street, San Francisco
WESTERN SALES OFFICES: Portland, Seattle, San Francisco
EASTERN SALES OFFICES: Hammond Lumber Co., Inc., Chicago, Ill.





HAMMOND LUMBER CO. PLANT AT LOS ANGELES



HAMMOND LUMBER CO. PLANT, L.A. HARBOR




ABILITY EXPERIENCE SERVICE

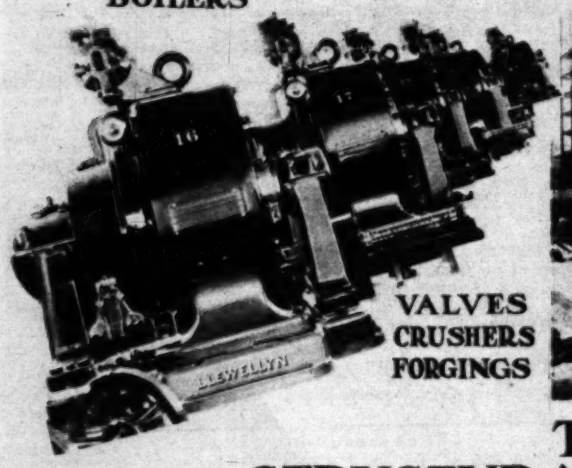
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LOS ANGELES CAL.

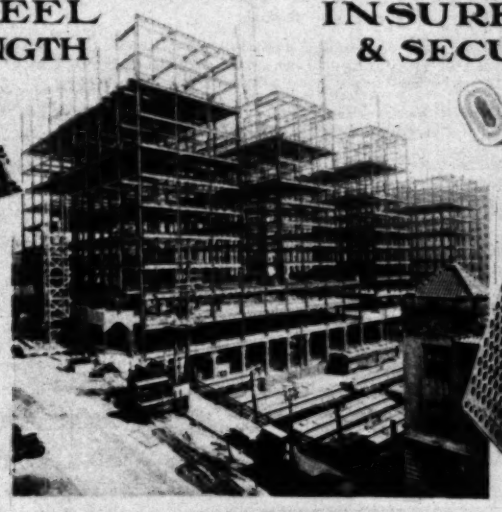
STEEL BUILDINGS
ELEVATORS
BOILERS

STEEL STRENGTH INSURES & SECURITY

RIVETED PIPE
STORAGE TANKS
PLATE WORK
TRAVELING CRANES
DERRICKS
HOISTS



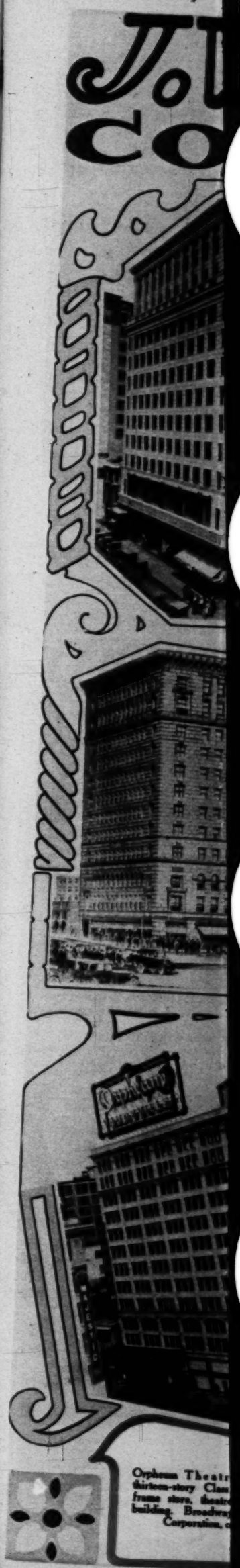
VALVES
CRUSHERS
FORGINGS





THE LARGEST
STRUCTURAL STEEL FABRICATORS &
ELEVATOR & BOILER MANUFACTURERS IN THE WEST



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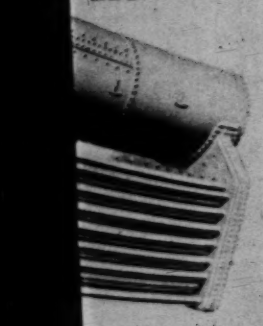


ANT, L.A. HARBOR



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# J. V. McNEIL COMPANY
# CONTRACTORS INC.

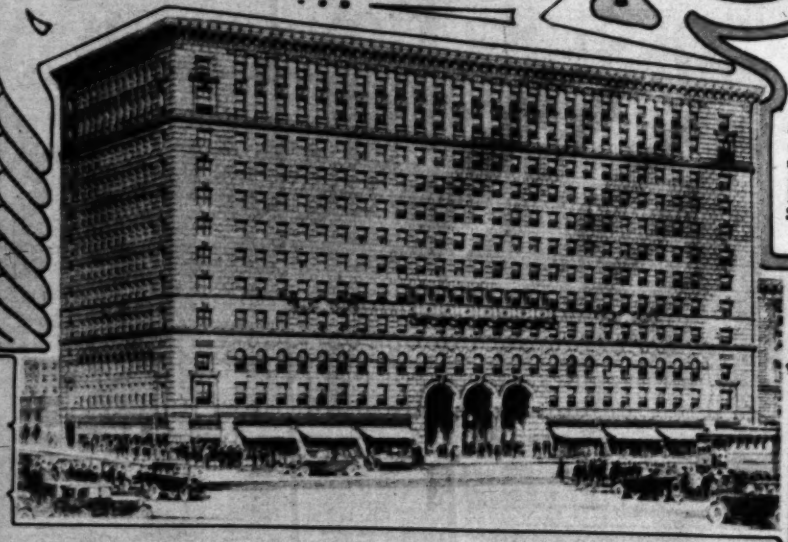
5860 AVALON
BOULEVARD
LOS ANGELES,
CALIFORNIA



Board of Trade Building, northwest corner of Seventh and Main Streets; 12-story Class "A" steel frame store and office building. Curlett & Beelman, architects; Seventh & Main Realty Co., owner.



El Capitan Theatre, eight-story steel frame Class "A" store and office building. Hollywood Improvement Co., owners.

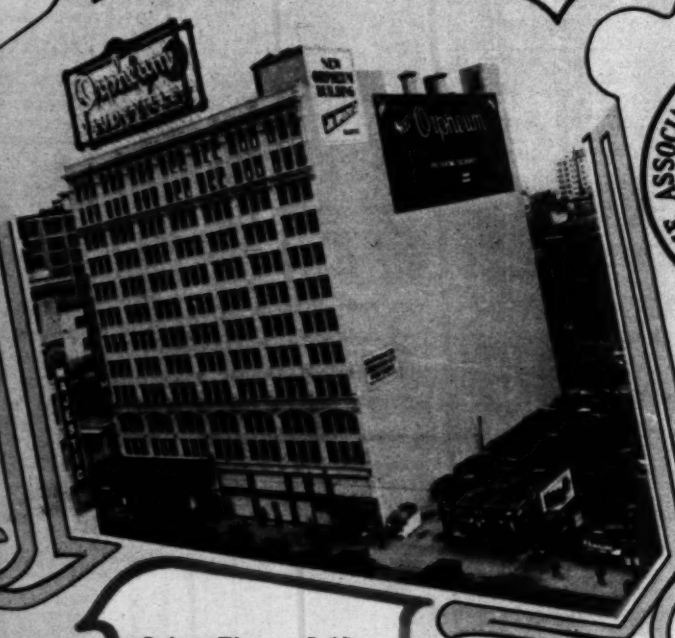


Roosevelt Building, northeast corner Seventh and Flower Streets; thirteen-story Class "A" steel store and office building. Curlett & Beelman, architects; Sun Realty Company, owner.



Chester Williams Building, northeast corner Fifth and Broadway; thirteen-story Class "A" steel frame store and office building. Curlett & Beelman, architects; Sun Realty Co., owner.

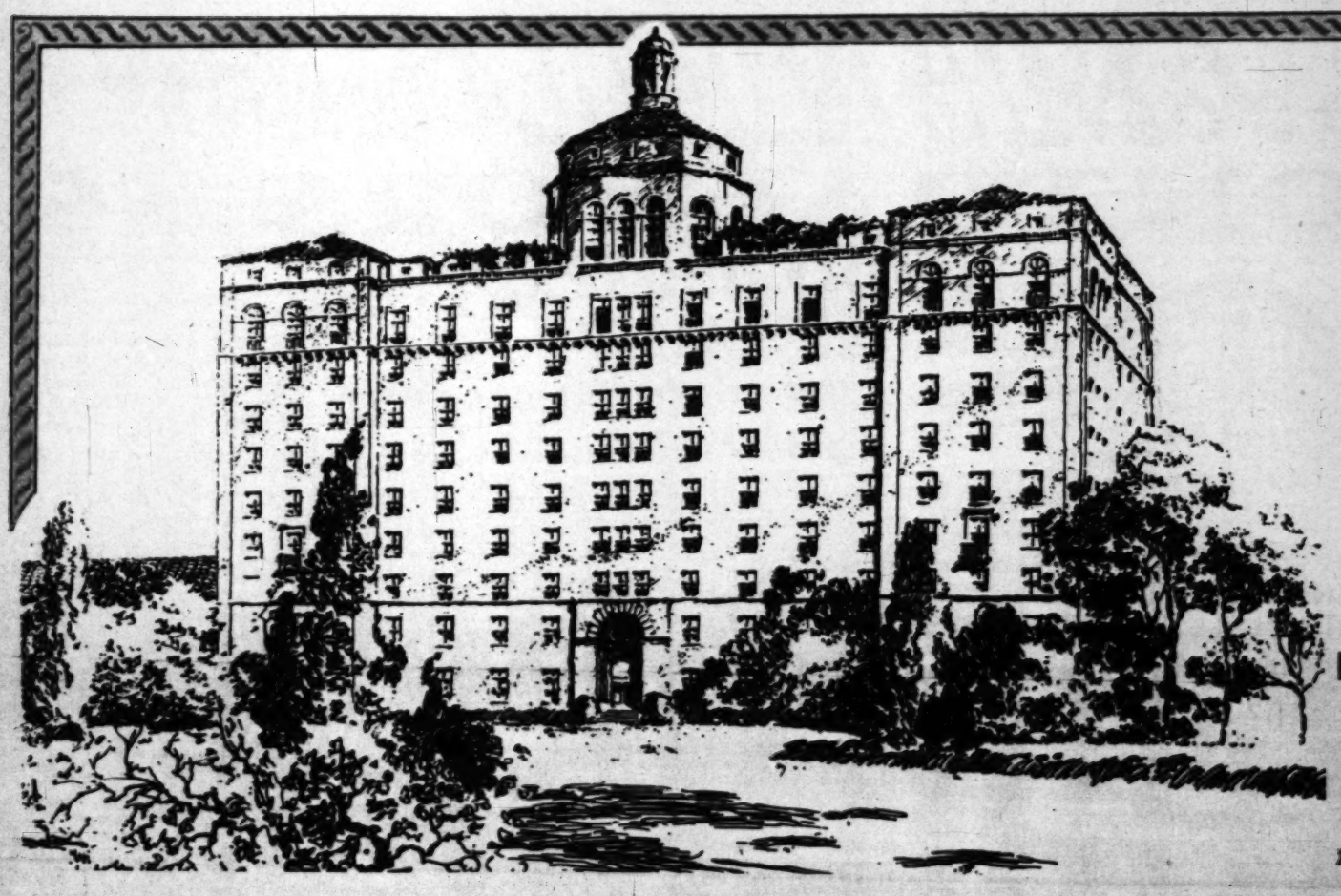
MEMBER
THE ASSOCIATED GENERAL CONTRACTORS OF AMERICA
AGC




Orpheum Theatre Building; thirteen-story Class "A" steel frame store, theatre and office building. Broadway Properties Corporation, owner.



Harris & Frank Building, 635 South Hill Street; eight-story Class "A" concrete. Curlett & Beelman, architects; L. Harris Realty Co., owners.



The HOSPITAL of The GOOD SAMARITAN
Wilshire Boulevard at Lucas
Reginald D. Johnson
ARCHITECT

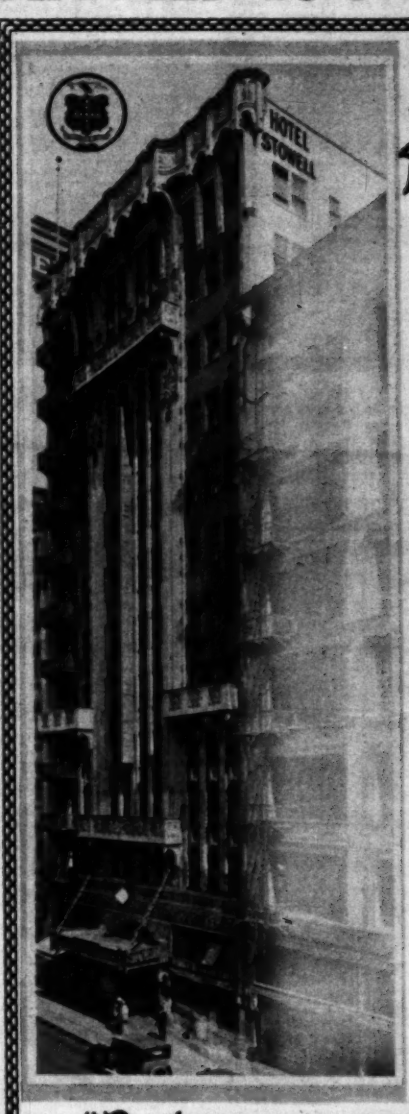
# SCOFIELD ENGINEERING-CONSTRUCTION COMPANY

## BUILDERS

## "PROFESSIONAL SERVICE APPLIED TO CONSTRUCTION"



*Painting of the Elks Club*
EXECUTED BY
**LEWIS L. WHITE COMPANY**
PAINTING AND DECORATING
CONTRACTORS
3025 South Grand Avenue
LOS ANGELES
HUmbolt 8852




**Hotel Stowell**
Spring Near Fourth

FIREPROOF

300 Rooms
All With
Private Bath

Circulating Ice Water
Clean
Quiet
Refined

TARIFF

| | | |
|---|---|---|
| 50 Rooms, Single | $2.00 | Double $3.00 |
| 50 Rooms, Single | 2.50 | Double 3.50 |
| 50 Rooms, Single | 3.00 | Double 4.00 |
| 50 Rooms, Single | 3.50 | Double 4.50 |
| 100 Rooms, Single | 4.00 | Double 6.00 |

(Twin Beds)

Dining Room and Cafe
Service Moderately
Priced

Mutual Garage Service

H. J. Tremain and Chas. B. Hervey
Proprietors

F. B. Harrison
Manager

*"Rest easy at the Stowell"*





The
HOSPITAL
of the
GOOD
SAMARITAN
Wilshire Boulevard
at Lucas
Myron Hunt & H. D. Johnson
ARCHITECT

PANY

TION"

Howell

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ROOF

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Bath
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50—Double 3.50
00—Double 4.00
50—Double 4.50
00—Double 6.00
(Twin Beds)
and Cafe
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Chas. B. Hervey
rison
ell"






SOUTHERN CALIFORNIA IS ONE OF THE FEW PLACES OUTSIDE THE ORIENT WHERE DATES ARE SUCCESSFULLY GROWN.



Los Angeles Business District from Seventh & Flower



RIVERSIDE COUNTY DATES ARE REAL PRODUCERS.

# Insuring The Land Titles of CALIFORNIA

Whether it be Homes, Office Buildings, Agricultural Lands or Oil and Mineral wealth, California property owners realize that only through Title Insurance can they secure absolute and perfect protection for the title to their investment. In seventeen Counties of the State they also realize that SECURITY TITLE INSURANCE and ESCROW SERVICE is the best obtainable.

The broad field of SECURITY TITLE INSURANCE AND GUARANTEE COMPANY makes inter-County realty transactions simple for Title Insurance and Escrow Service involving property in any of the Counties served may be ordered through any Securityoffice. Its policy of management of local offices by local men makes each office typically a local office. Its large assets and State supervision make its Policies of Title Insurance Real insurance. Its growth from one office in Riverside County in 1920 to nineteen offices in seventeen Counties in 1926, is the best evidence of the type of service it has consistently rendered to the people of California.

**The Field of the Security Title Insurance and Guarantee Company.**

Los Angeles County
Riverside County
San Bernardino County
Imperial County
Santa Barbara County
Ventura County
San Luis Obispo County
Kings County
Tulare County
Fresno County
Madera County
Merced County
Stanislaus County
San Joaquin County
Amador County
Tuolumne County
Calaveras County

**A Few of the Products of the Security Title Field**

Alfalfa - Almonds
Apples - Apricots
Barley - Beans
Borax - Cantaloupes
Cattle - Cement
Cherries - Cotton
Dairy - Dates
Figs - Gold
Grapefruit - Horses
Lead - Lemons
Lettuce - Lumber
Mules - Oats
Oil - Oranges
Peaches - Pears
Plums - Raisins
Sheep - Silver
Walnuts - Wheat



A TYPICAL CALIFORNIA OIL FIELD LOCATED IN THE SAN JOAQUIN VALLEY



SAN JOAQUIN VALLEY COTTON YIELDS FROM ½ to 1½ BALES PER ACRE



ICEBERG LETTUCE FROM IMPERIAL IS KNOWN AND SOLD THROUGHOUT THE COUNTRY.



IMPERIAL VALLEY CANTALOUPES SECOND TO NONE.



THE WORLD'S RECORD POTATO YIELD, STOCKTON, WHERE 845 BUSHELS WERE GROWN ON ONE ACRE.



SANTA BARBARA BOASTS OF MANY BEAUTIFUL SPANISH HOMES.



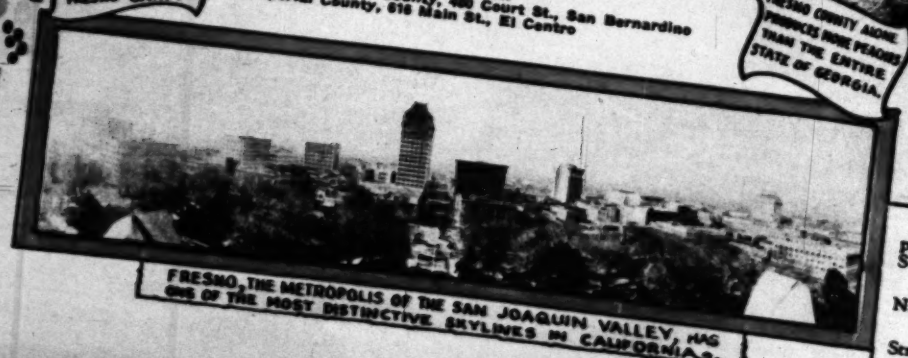
SUN MAID RAISINS NEED NO COMMENT. THIS PARTICULAR VINEYARD IS IN FRESNO COUNTY



FRESNO COUNTY ALONE PRODUCES MORE PEACHES THAN THE ENTIRE STATE OF GEORGIA.

KENNEDY MINE IN JACKSON CALIFORNIA'S RICHEST GOLD MINE IN AMERICA HAVING A 5000' VERTICAL SHAFT.





FRESNO, THE METROPOLIS OF THE SAN JOAQUIN VALLEY, HAS ONE OF THE MOST DISTINCTIVE SKYLINES IN CALIFORNIA.

**POLICIES OF TITLE INSURANCE, GUARANTEED TITLES, ESCROW SERVICE**

**Security Title Insurance and Guarantee Company**

MAIN OFFICE
724 South Spring Street, Los Angeles, California

BROADWAY BRANCH
211 N. Broadway, Opposite Hall of Records

OTHER OFFICES
Riverside County, 632 7th St., Riverside
Santa Barbara County, 1014 State St., Santa Barbara
Fresno County, 1136 Fulton St., Fresno
San Luis Obispo County, 875 Osos St., San Luis Obispo
Tulare County, Title Insurance Bldg., Visalia
Madera County, Abstract Bldg., Madera
Merced County, 582 17th St., Merced
Stanislaus County, Title Insurance Bldg., Modesto
San Joaquin County, 30-34 N. San Joaquin St., Stockton
Kings County, 207 W. 7th St., Hanford
Ventura County, Ventura, Calif.
Amador County, Jackson, Calif.
Calaveras County, San Andreas, Calif.
Tuolumne County, Sonora, Calif.
San Bernardino County, 480 Court St., San Bernardino
Imperial County, 616 Main St., El Centro

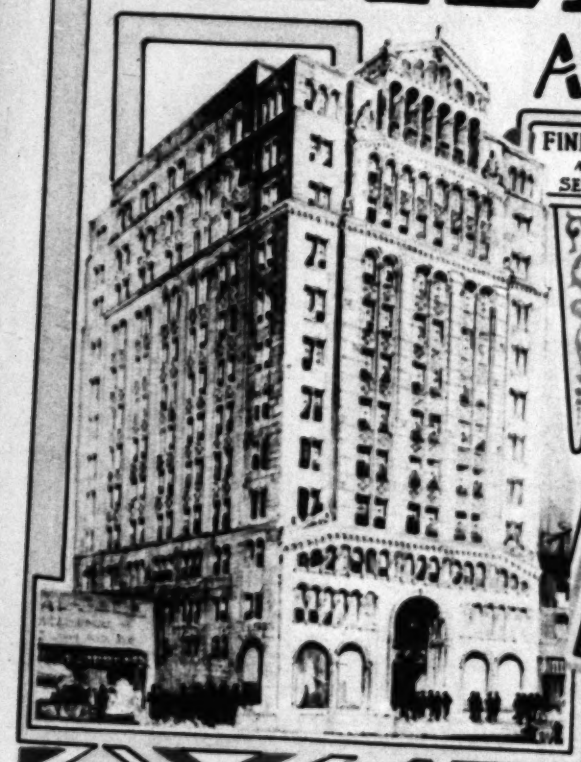
Please mail without obligation on my part your booklet "Security Title Service."

Name _____

Street Address _____

City _____

# RECENT WORK OF WALKER AND EISEN
## ARCHITECTS AND ENGINEERS



FINE ARTS BUILDING
NORTHEAST CORNER
SEVENTH AND LEBANON



ONE DETAIL
OF THE
FINE ARTS BUILDING



ANOTHER DETAIL
OF THE
FINE ARTS BUILDING



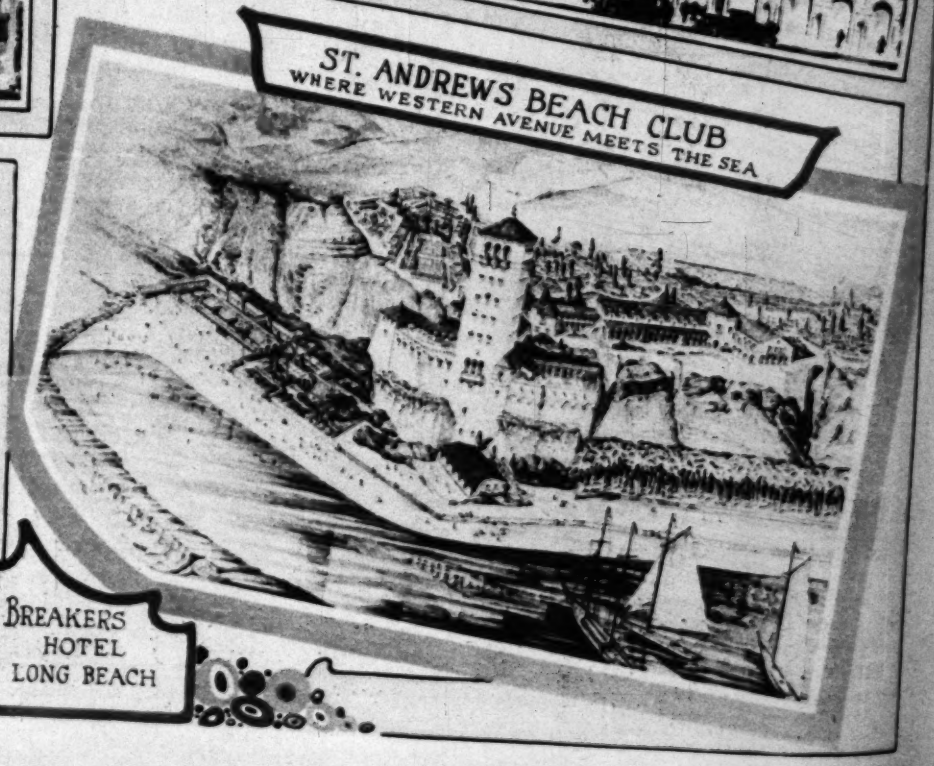
SECURITY TITLE BUILDING
SOUTHEAST CORNER
SIXTH STREET
AND
GRAND AVENUE



BEVERLY WILSHIRE APARTMENTS
WILSHIRE BOULEVARD
BETWEEN RODEO AND SPEEDWAY
BEVERLY HILLS



BREAKERS
HOTEL
LONG BEACH



ST. ANDREWS BEACH CLUB
WHERE WESTERN AVENUE MEETS THE SEA



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¶ You are
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736 So. Hill St. — 308 So. B
Branches Throughout Los A

We Own
8% firs

AMERICAN MOR



AMERICAN MOR
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$1.400.
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Los A

# Keenly Interested in *Your* Business

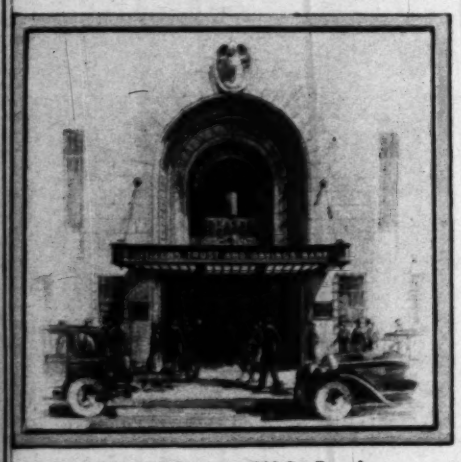
. . . and in all Productive Enterprise in Los Angeles and Southern California — this has always been the policy of the CITIZENS BANKS.

¶ For thirty-six years this ideal has been upheld, and its results have shown in steady growth from year to year.

¶ You are invited to call at any of our twenty-five banking offices and discuss your banking problems with our officers.



FIFTH AND SPRING STREETS



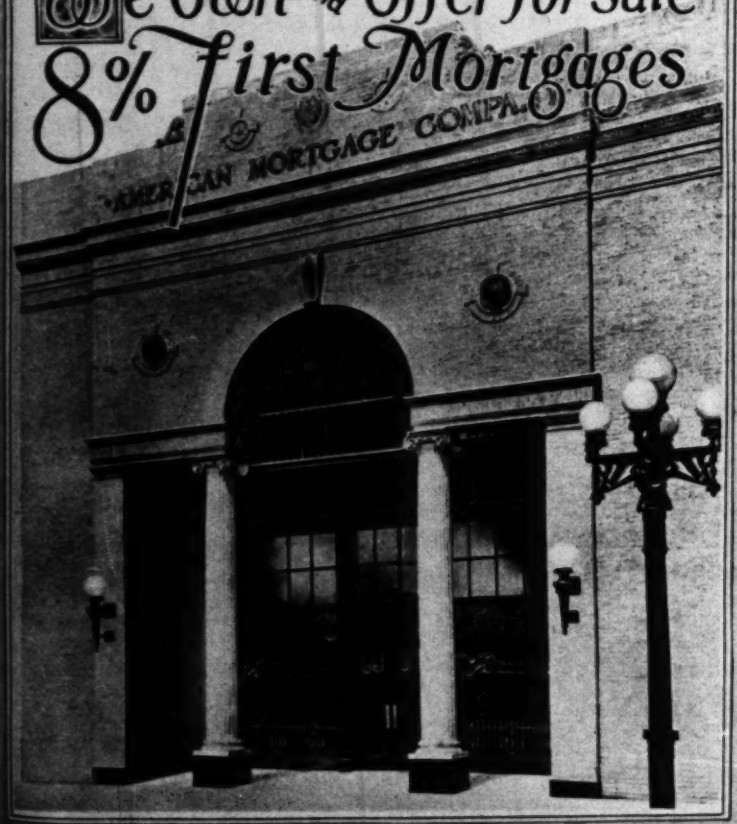
736 So. Hill St. — 308 So. Broadway
Branches Throughout Los Angeles

COMMERCIAL AND TIME DEPOSITS
BANKS AND BANKERS DEPARTMENT
TRUSTS AND ESCROWS
SAFE DEPOSIT VAULTS
FOREIGN DEPARTMENT
LETTERS OF CREDIT AND TRAVELERS CHECKS
CREDIT DEPARTMENT
COLLECTION DEPARTMENT

The CITIZENS NATIONAL COMPANY
*Under the same management and control as the Citizens Banks*
OFFERS
HIGH-GRADE GOVERNMENT Municipal and Corporation BONDS

## CITIZENS NATIONAL BANK
## CITIZENS TRUST & SAVINGS BANK
LOS ANGELES

We Own and Offer for Sale
8% First Mortgages




AMERICAN MORTGAGE COMPANY
Paid up Capital and Surplus
$1,400,000.00
1047 — 1049 S. Hill Street
Los Angeles

UNION INSURANCE BUILDING
1006 WEST 6th ST.
(On the corner of 6th near 5th, Beaudry, Boylston & Loomis)



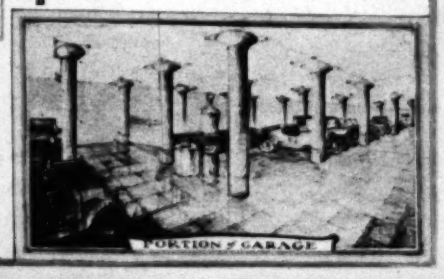



OFFERING to the discriminating MEDICAL and BUSINESS professions handsomely appointed Suites and Individual Offices, containing ultra-modern equipment and facilities, at moderate rentals.

COMMANDINGLY LOCATED, out of congested traffic, yet immediately adjacent to and overlooking Figueroa and 6th streets, and the entire down-town districts.

GARAGE ACCOMMODATION of vast capacity is extended to Tenants and Clients with direct elevator service from the automobile to all parts of the Building.

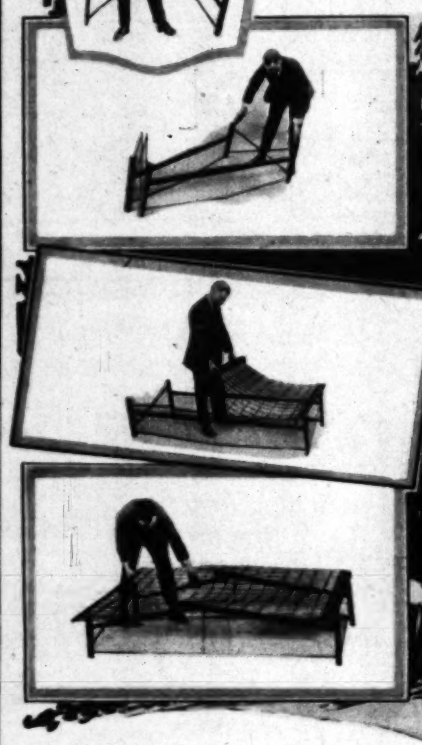
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# THE KITTLE ALL METAL CAMP GOODS LINE



Note How Easy It Is To Set Up A Kittle Bed





The Kittle Camp Bed is a full size bed—4 feet wide, 6 feet 4 inches long. Less than one minute is required to set it up, or fold it for carrying on the running board or in the car.

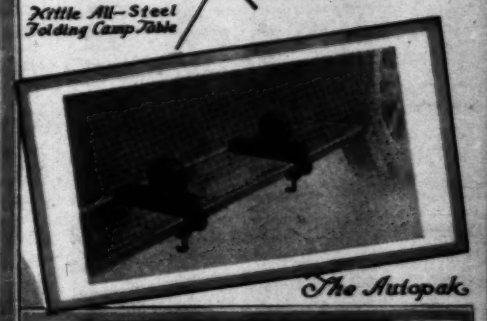


The Camp Chair

Camping Comfort! INSIST ON KITTLE CAMPING EQUIPMENT KITTLE MFG. CO. LOS ANGELES CAL.



Kittle All-Steel Folding Camp Table



The Autopak

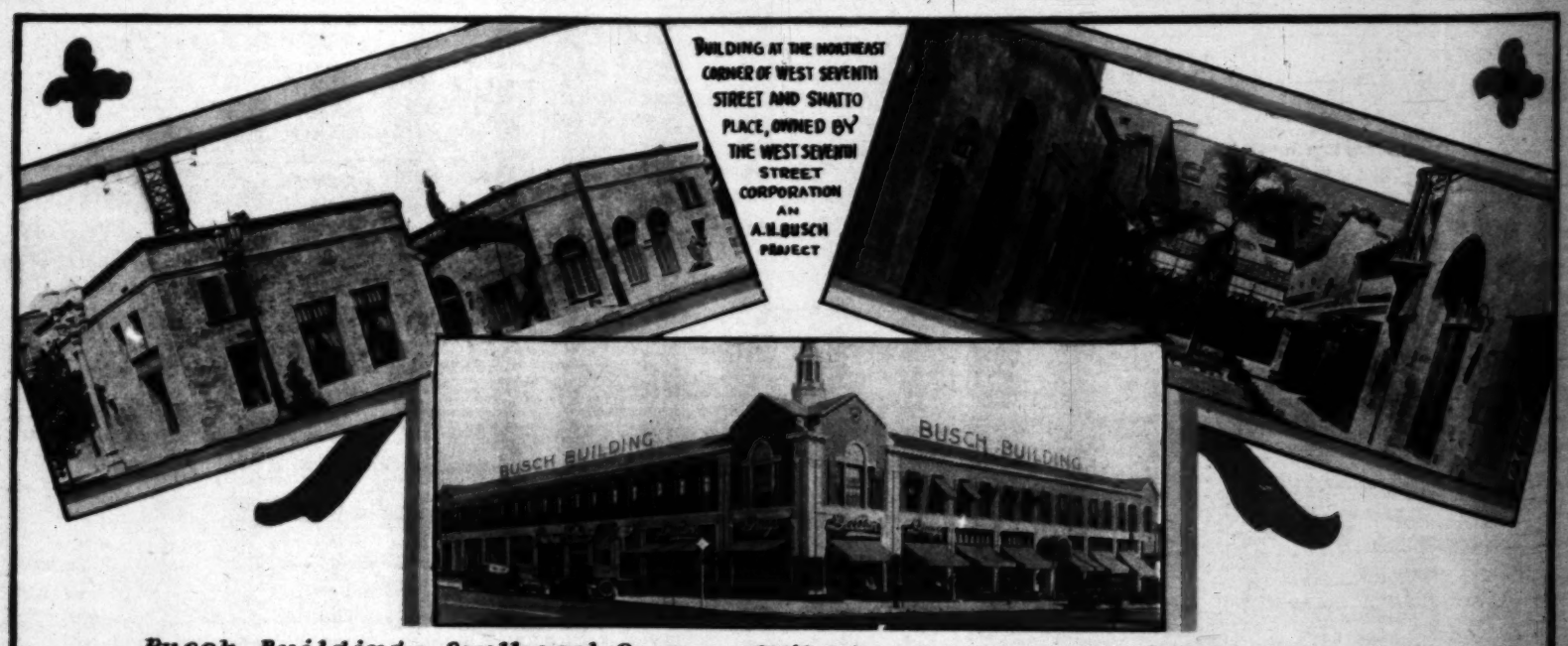




Luggage Carrier

## KITTLE MANUFACTURING COMPANY

Embossed Metal Signs — License Plates — Orchard Heaters — Metal Fabrication
648 Santa Fe Avenue
Los Angeles, California




Busch Building ~ Southeast Corner Wilshire Boulevard and Vermont Avenue.
Hal Hall, Manager

## REAL ESTATE AND INVESTMENTS

RESIDENCE~BUSINESS~SUBDIVISION PROPERTIES

A. Hays Busch, President & Treasurer
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Controlling Properties of A.H. Busch Estate

## A·H·BUSCH COMPANY

660 SOUTH VERMONT AVENUE
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Specializing in and Developing Wilshire Properties








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RATLEDGE SYSTEM
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WILSHIRE BOULEVARD
CHRISTIAN CHURCH,
WILSHIRE BOULEVARD AT NORMANDIE
Robert H. Orr, Architect
SAINT MONICA'S CHURCH,
SANTA MONICA, CALIFORNIA
Albert C. Martin, Architect
Monumental Structures
built by
WURSTER
CONSTRUCTION CO.
CONTRACTORS & ENGINEERS
SAN DIEGO-CALIFORNIA-LOS ANGELES
ESTABLISHED 1887
SAINT VINCENT'S CHURCH,
WEST ADAMS AT FIGUEROA
Albert C. Martin, Architect.
CALIFORNIA STATE BUILDING
SAN DIEGO, CALIFORNIA
Bertram Goodhue, Architect.


SECUNDUM NATURAM CHIROPRACTIC
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LOS ANGELES
DEVEREUX
RESIDENTIAL
APARTMENTS
DETAIL of
WEST BROADWAY THEATRE
WEST BROADWAY THEATRE
SANTA ANA, CAL.



SCENE OF BRIDAL PATH AT *Beverly Hills*

PHOTO BY KEYSTONE

## The Spirit of Progress!

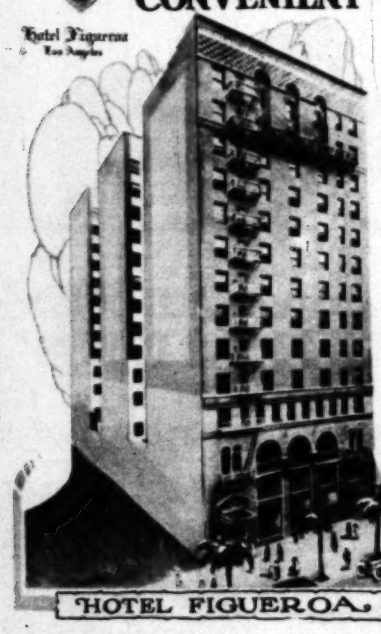
BEVERLY HILLS, through the high purpose with which its citizens have worked to create and perpetuate those civic, home and architectural ideals so necessary to the fullness of life, has achieved enviable distinction among the communities of California. It stands apart as an enlightened community moving in the spirit of progress!

IRVING H. HELLMAN

*Vice President, Merchants National Trust & Savings Bank*

# THE HOTEL UNIQUE

**HOTEL FIGUEROA - INCOMPARABLE SERVICE - 400 ROOMS - EUROPEAN PLAN**
**CONVENIENT TO THEATRES, CLUBS and SHOPPING DISTRICT - COMPLETE DINING ROOM and COFFEE SHOP**
**FIREPROOF**
**LOS ANGELES**



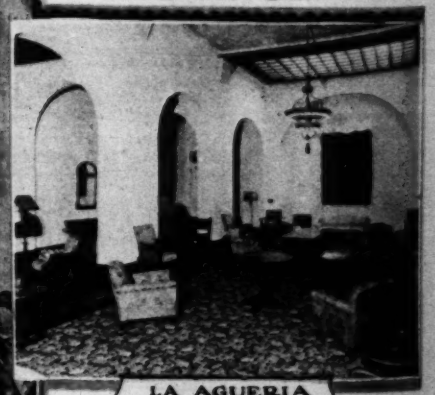
HOTEL FIGUEROA



SALA DE RECEPCION
THE
LOBBY



EL CORRIDOR
THE
CORRIDOR



LA AGUERIA
ROOM OF ARCHES
THE
LOUNGE

# STANTON, REED & HIBBARD



VISTA OF RESIDENCE

ARCHITECTURE
ENGINEERING
CONSTRUCTION
*Los Angeles, California*



DETAIL OF HOTEL FIGUEROA





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LLMAN
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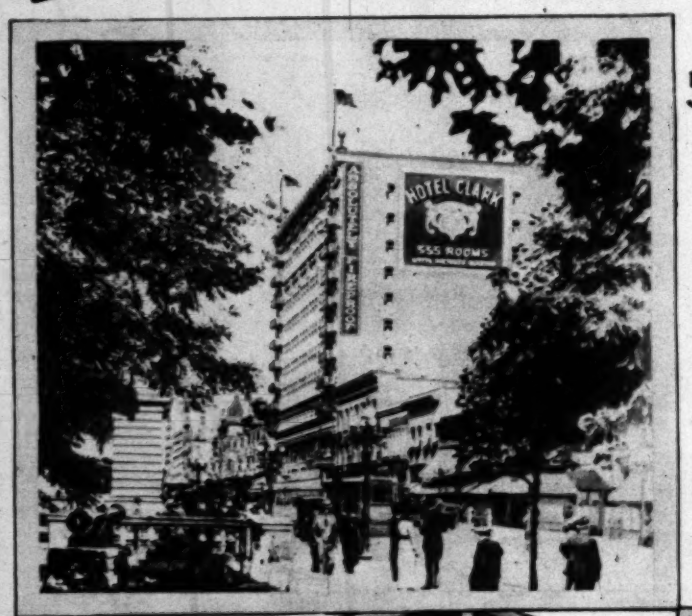



# Hotel Clark LOS ANGELES

"BEST FOR REST"

*Favorably Known to travelers from all parts of the World.*

*Conducted on European and American Plan*




## ABSOLUTELY FIREPROOF
## 555 ROOMS ~ EACH WITH PRIVATE BATH

HOTEL CLARK extends every advantage to the visitor to Southern California, whether on business or pleasure bent. Every convenience of the most modern metropolitan hotels of the country is afforded.

Location of the Clark is ideal, being within easy walking distance of all stores, theaters and the civic center; while cars to seashore recreation centers, mountain retreats, missions, citrus groves and all suburban points pass its door.

Hotel Clark Garage was built for the convenience and comfort of our guests.


STAIRWAY APPROACH TO THE MEZZANINE


THE BUFFET


THE LOBBY


THE DINING ROOM


THE GARAGE


CLARK HOTEL SUITE


THE LADIES PARLOR

## TARIFF

| | ONE | TWO |
|---|---|---|
| 55 Rooms with Shower Bath | $2.50 | $3.50 |
| 200 Rooms with Bath (Tub) | $3.00 | $4.00 |
| 100 Rooms with Bath (Tub) | $4.00 | $5.00 |
| 200 Rooms with Bath, Twin Beds | $5.00 | $8.00 |

## HOTEL CLARK
### AUTO BUS MEETS ALL TRAINS
UNDER MANAGEMENT OF
### F. M. DIMMICK, LESSEE
HILL STREET BETWEEN FOURTH AND FIFTH

# Now you can be ABSOLUTELY SURE




At last you can know exactly what you are getting when you buy Walnuts; know positively that every nut is full-weight and kernel-perfect.

For now, after seven years of experiment, we have found the way to brand the Diamond *right on the shell.*

You already know Diamond California Walnuts are the finest Walnuts grown. For years we've told you just how carefully we grow and select them for you—each step a quality step through and through.

They're the pick of the crop from the pedigreed trees of California's famous groves. They're graded and hand-sorted again and again until only the very best remain. We even weight-test *each nut*—practically look inside the shell—to be sure its kernel is plump and perfect. Then inspectors crack hundreds of samples to make quality assurance doubly sure.

Yet, with all this ceaseless care to give you the finest Walnuts in the world, we've felt one step more was needed, a way to make you absolutely sure of *getting Diamond Walnuts.*

Now we've solved that problem; taken that final step to make you sure!

And we've done it without added cost to you. Instead of packing Walnuts in cartons, like other quality foods you buy, we brand them for you—at one-thirtieth the cost of even the cheapest package. Now each Diamond Walnut is its own *branded package,* filled and sealed by Nature! You can be sure of getting them, and know you're buying more and better kernels per pound.

Make your holiday menus complete with Diamond California Walnuts.

They add so much to so many other dishes—salads, cookies, cakes, or ices, and tempting holiday candies. And don't forget to keep a full bowl handy for the family fireside circle.

Just remember this when you buy: other Walnuts *may* be good; or not so good. Why take the risk? You know that Diamond Walnuts are *always* good. It's very worth your while to be sure.

There are *two* ways to get Diamond Walnuts: *in the shell*—each nut branded with the Diamond trade-mark—or *in cans* (mixed halves and pieces—kept always fresh and sweet in two sizes of vacuum-sealed tins, ready for instant use).

All quality dealers have them. Look for the Diamond trade-mark and be sure!

CALIFORNIA WALNUT GROWERS ASSOCIATION
Los Angeles, California
*A purely co-operative, non-profit organization of 4,217 growers. Our yearly production 50,000,000 pounds.*

# DIAMOND California's finest WALNUTS

*They're better than ever this year*

**THIS DANDY BOOK AT LESS THAN COST—ONLY $1.00**

6 x 8 inches in size—fabrikoid cover—two colors

It not only has more than 40 of our choicest walnut receipts, but also includes an index and 40 blank sheets on which one may write *or paste* her favorites. *There is no advertising in or on the book.* It is distributed as a service to housewives and sold to you for exactly what it costs us, we absorbing postage charges.

This little book has been greatly appreciated by housewives all over the United States. More than 30,000 copies have been distributed. Many domestic science teachers use it in their class work and are enthusiastic about its usefulness. A book of similar quality would cost not less than $2.50 in any stationer's store, and even then would contain no receipts. You can have it for just what it costs us, $1.00. *Our supply is limited. Use the coupon today.*




**FILL IN AND MAIL TODAY**

California Walnut Growers Association
Dept. D-16, 1745 E. 7th St., Los Angeles, Calif.

Gentlemen:

Enclosed you will find $1.00 to cover cost, including postage, of your book, "Favorite Receipts."

☐ Stamps ☐ Check
☐ Money Order ☐ Currency

If not satisfied it is understood I may return the book and get my money back. Please mail it to:

Name_____

Address_____

City_____ State_____

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# Los Angeles Times

## Annual MIDWINTER Number

Part 6 — December 28, 1926 — Price 15 cents

The GREAT SOUTHWEST SECTION

*San Vicente Light.*

# THE COUNTIES AND CITIES

## *Los Angeles, the Center of Southern Development*

OCCUPYING one-quarter the area of the Pacific States, the fourteen southern counties of California possess one-third the population and wealth of the coast. Of these counties, that of Los Angeles, covering an area of 4,115 square miles, almost as great as that of the State of Connecticut, takes the lead with a population of 2,055,526 and an assessed valuation on a 50 per cent basis of $3,101,385,616—a wealth greater than that of any one of fifteen States of the Union.

The first agricultural county of the world since 1919, Los Angeles last year strengthened her position with an output of nearly eighty-six million dollars; one crop returning seventeen million, five crops three million dollars each or over, and nine crops more than a million dollars each in twelve months.

In oil production Los Angeles also leads the counties of the nation, turning out annually one-tenth of the world's supply.

Nearly half of the minerals of the richest producing State in the Union are produced in this county.

Among the leading counties of the United States in the mileage of paved highways and the excellence of its improved roads, Los Angeles registered 532,082 automobiles last year, more than any one of eight States of the Union.

The growth of over $266,000,000 in the assessed valuation for the fiscal year of 1926 over that of 1925 reflects the building activity that has taken place.

And yet with this great increase in wealth and building, the county's tax rate has been decreased from 83 cents per $100 in 1922 to 74 cents in 1926.

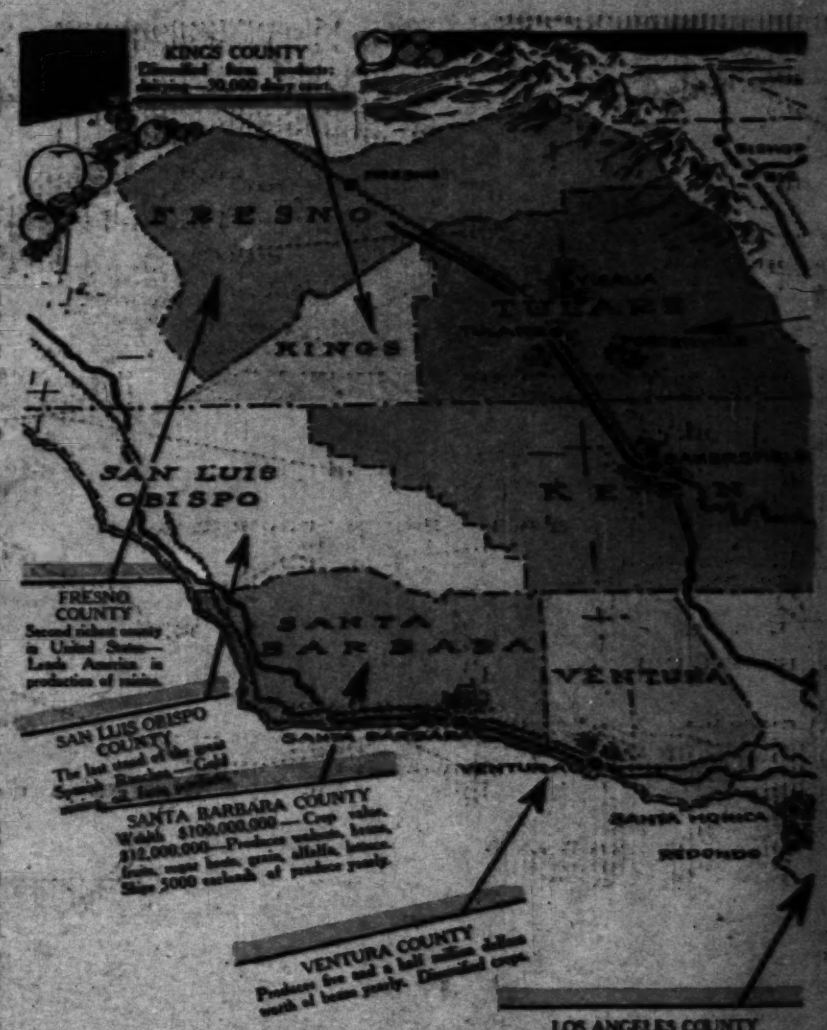
Included in the county, within a radius of twenty miles of the center of Los Angeles, is what is known as the Los Angeles Metropolitan District, pictorially mapped in the first section of this publication. Within this area reside more than two million people, or two-fifths of the population of the entire State of California. Its record of growth since the 1920 census exceeds that of any other area recorded in the history of man over the same period. Here between five and six hundred industries turned out $1,250,000,000 worth of goods last year.

The city proper of Los Angeles, with a population of 1,211,333, covers an area of 415.19 square miles, stretching southward down a shoestring to the harbor, westward through Hollywood to the pleasure beach of Venice, and northward where it spreads over the great San Fernando Valley. At the close of 1925 it took the fifth place among the cities of the United States in population, retail trade, and volume of building, sixth place in assessed valuation, eighth place in bank clearings, and seventh place in manufacturing. During several months of this year its building permits crowded up to fourth place, and its consistent activity during periods of rest in other cities promises a 1926 showing that will be better than that of 1925. During the last ten years industry has increased here 304%.

The harbor of Los Angeles, second only to New York among the harbors of the nation in ocean-borne tonnage, handled nearly six thousand ships bearing 20,310,743 tons valued at $760,635,632 during the calendar year of 1925. The value of the tonnage for the first six months of 1926 was over sixty-one million dollars greater than for the first six months of 1925.

Hollywood, the world's motion-picture center, located within the city limits of Los Angeles, has a population of 145,000. Here $225,000,000 worth of films—80 per cent of the world's supply—were produced in 1926, aside from $14,000,000 worth of other products turned out by some thirty other industries. And yet Hollywood is essentially not an industrial center. Famed for its residences, it has become within the last year a theatrical center for Greater Los Angeles, four beautiful new theaters having been built there during 1926 representing investments running into the millions of dollars. The wealth of this community is reflected in local bank deposits of $40,000,000 with clearings running over $375,000,000.

Surrounding Los Angeles to the four points of the compass are prosperous cities. To the east lies the rich San Gabriel Valley and its orange grove cities; to the south toward the harbor lie the maritime and industrial cities; to the westward lie the residence cities of ocean breezes; to the north through the San Fernando Valley lie the cities of farms. Many are included within the city limits of Los Angeles, but their entity being established before annexation, they are treated apart.




*A pictorial map of Southern California counties by Charles H. Owens of The Times staff.*

## A GAZETTEER OF THE PRINCIPAL SOUTHERN CALIFORNIA CITIES

The mileage given is by automobile highways. The 1926 population estimates are provided by local civic bodies. The county seat of each county is printed in capital letters.

| City— | Miles from Los Angeles | Population. |
|---|---|---|
| **LOS ANGELES COUNTY** | | |
| Alhambra | 7 | 25,000 |
| Altadena | 16 | 12,000 |
| Arcadia | 17 | 6,000 |
| Artesia | 22 | 1,000 |
| Athens | 9 | 2,000 |
| Avalon | 65 | 1,000 |
| Azusa | 25 | 5,000 |
| Baldwin Park | 19 | 4,000 |
| Bell | 9 | 12,000 |
| Bellflower | 18.5 | 8,500 |
| Beverly Hills | 11 | 15,000 |
| Burbank | 12 | 15,500 |
| Calabasas | 27 | 500 |
| Chatsworth | 32 | 600 |
| Claremont | 37 | 2,500 |
| Clearwater | 14 | See Hynes |
| Compton | 13 | 12,500 |
| Covina | 24 | 3,100 |
| Cudahy | 12 | 2,500 |
| Culver City | 10 | 13,000 |
| Downey | 14 | 4,500 |
| Duarte | 21 | 800 |
| Eagle Rock | 9.5 | 12,000 |
| East Pasadena | 13 | 5,000 |
| El Monte | 13 | 3,000 |
| El Segundo | 17 | 3,500 |
| Flintridge-La Canada | 28 | 4,000 |
| Gardena | 11 | 13,000 |
| Glendale | 7 | 47,832 |
| Glendora | 27 | 4,200 |
| Harbor City | 18 | 2,000 |
| Hawthorne | 14 | 5,500 |
| Hermosa Beach | 19 | 4,500 |
| Hollywood | 8 | 148,000 |
| Huntington Park | 6 | 3,000 |
| Hynes & Clearwater | 18 | 7,500 |
| Inglewood | 10 | 26,000 |
| La Canada | 17 | Flintridge |
| La Crescenta-Montrose | 19 | 4,000 |
| Laguna Beach | 54 | 1,800 |
| Lancaster | 30 | 1,000 |
| Lankershim | 13 | 12,250 |
| La Verne | 27 | 1,000 |
| Lomita | 15 | 6,000 |
| Long Beach | 23 | 140,000 |
| LOS ANGELES | 0 | 1,211,333 |
| Los Nietos | 15 | 1,500 |
| Lynwood | 11 | 6,000 |
| Manhattan Beach | 13 | 4,000 |
| Maywood | 5 | 8,000 |
| Moneta | 12 | 3,000 |
| Monrovia | 19 | 12,000 |
| Montebello | 8 | 6,000 |
| Monterey Park | 8 | 7,000 |
| Montrose | 19.5 | La Cresc'ta |
| Newhall | 31 | 1,200 |
| Norwalk | 16 | 2,500 |
| Ocean Park | 17 | Santa Monica |
| Owensmouth | 29 | 1,500 |
| Palisades Del Rey | 17 | 1,500 |
| Palms | 12 | 6,500 |
| Palmdale | 71 | 425 |
| Palos Verdes | 27 | 200 |
| Pasadena | 11 | 75,000 |
| Pico | 16 | 1,125 |
| Pomona | 33 | 23,000 |
| Puente | 19 | 200 |
| Redondo Beach | 20 | 10,223 |
| Rivera | 11 | 500 |
| Rosmoor | 17 | 3,200 |
| Rosemead | 16 | 4,500 |
| San Dimas | 30 | 3,000 |
| San Fernando | 23 | 7,500 |
| San Gabriel | 12 | 5,000 |
| San Pedro | 23 | 42,000 |
| Santa Monica | 15 | 45,000 |
| Sherman | 3 | 1,000 |
| Sierra Madre | 17 | 10,775 |
| South Gate | 10 | 5,100 |
| South Pasadena | 4.5 | 12,000 |
| Sunland | 30 | 2,500 |
| Torrance | 15 | 6,000 |
| Tujunga | 22 | 6,500 |
| Van Nuys | 13 | 10,000 |
| Venice | 16 | 21,000 |
| Vernon | 7 | 1,500 |
| Watts | 9 | 10,000 |
| West Hollywood and Sherman | 8.5 | 12,000 |
| Whittier | 14 | 10,392 |
| Willowbrook | 13 | 4,220 |
| Wilmington | 18 | 12,000 |
| Zelmah | 26.5 | 250 |
| **ORANGE COUNTY** | | |
| Anaheim | 29 | 12,500 |
| Balboa | 47 | See Newport |
| Brea | 24 | 2,500 |
| Buena Park | 22 | 1,500 |
| El Modena | 30 | 500 |
| Fullerton | 23 | 11,254 |
| Garden Grove | 33 | 2,500 |
| Huntington Beach | 36 | 4,000 |
| Irvine | 43 | 500 |
| Laguna Beach | 54 | 1,500 |
| La Habra | 29 | 5,200 |
| Los Alamitos | 24 | 500 |
| Newport-Balboa | 45 | 3,000 |
| Orange | 32 | 8,000 |
| Placentia | 29 | 1,200 |
| San Juan Capistrano | 59 | 325 |
| SANTA ANA | 35 | 31,000 |
| Seal Beach | 23 | 1,500 |
| Tustin | 35 | 2,500 |
| Westminster | 34 | 700 |
| Yorba Linda | 35 | 2,000 |
| **SAN BERNARDINO COUNTY** | | |
| Barstow | 141 | 3,500 |
| Bloomington | 54 | 2,000 |
| Chino | 39 | 2,500 |
| Colton | 58 | 8,200 |
| Cucamonga | 44 | 600 |
| Edwanda | 48 | 700 |
| Fontana | 55 | 4,000 |
| Highland | 67 | 2,000 |
| Loma Linda | 61 | 1,000 |
| Mentone | 64 | 1,000 |
| Ontario | 38 | 10,000 |
| Quitich | 147 | 400 |
| Pine Crest | 77 | Resorts |
| Redlands | 71 | 17,000 |
| Rialto | 56 | 1,200 |
| SAN BERNARDINO | 60 | 32,000 |
| Troma | 132 | 200 |
| Upland | 41 | 5,000 |
| Victorville | 102 | 1,500 |
| Yucaipa | 81 | 1,500 |
| **RIVERSIDE COUNTY** | | |
| Arlington | 42 | 3,500 |
| Banning | 81 | 2,000 |
| Beaumont | 86 | 2,000 |
| Blythe | 237 | 1,700 |
| Coachella Valley | 140 | 3,000 |
| Corona | 50 | 8,500 |
| Elsinore | 85 | 2,500 |
| Hemet | 84 | 3,000 |
| Highgrove | 60 | 600 |
| Indio | 125 | 1,500 |
| Palm Springs | 119 | 1,000 |
| Perris | 73 | 1,000 |
| RIVERSIDE | 58 | 23,000 |
| San Jacinto | 91 | 3,200 |
| Thermal | 142 | 400 |
| **SAN DIEGO COUNTY** | | |
| Camno | 102 | 150 |
| Carlsbad | 91 | 2,000 |
| Chula Vista | 146 | 4,200 |
| Coronado | 126 | 4,400 |
| Del Mar | 106 | 425 |
| Descanso | 121 | 400 |
| El Cajon | 148 | 1,000 |
| Escondido | 142 | 3,000 |
| Fallbrook | 130 | 600 |
| La Jolla | 117 | 2,500 |
| Lakeside | 152 | 2,000 |
| La Mesa | 151 | 1,150 |
| National City | 127 | 8,000 |
| Ocean Beach | 125 | 5,500 |
| Oceanside | 88 | 3,000 |
| Ramona | 170 | 600 |
| SAN DIEGO | 131 | 141,320 |
| **IMPERIAL COUNTY** | | |
| Brawley | 210 | 7,000 |
| Calexico | 234 | 7,200 |
| Calipatria | 229 | 1,200 |
| EL CENTRO | 223 | 9,200 |
| Holtville | 234 | 1,970 |
| Imperial | 230 | 1,500 |
| Meloland | 227 | 400 |
| Niland | 229 | 400 |
| **SANTA BARBARA COUNTY** | | |
| Carpinteria | 97 | 800 |
| Goleta | 105 | 500 |
| Lompoc | 162 | 6,000 |
| Los Olivos | 112 | 500 |
| Montecito | 98 | 2,000 |
| SANTA BARBARA | 90 | 30,000 |
| Santa Maria | 150 | 6,000 |
| Santa Ynez | 147 | 500 |
| Solvang | 146 | 500 |
| **VENTURA COUNTY** | | |
| Fillmore | 54 | 2,500 |
| Ojai | 90 | 500 |
| Oxnard | 65 | 7,000 |
| Santa Paula | 64 | 7,000 |
| VENTURA | 70 | 15,000 |
| **FRESNO COUNTY** | | |
| Big Creek | 306 | 1,000 |
| Coalinga | 262 | 3,000 |
| FRESNO | 220 | 45,000 |
| Sanger | 227 | 3,000 |
| Selma | 223 | 3,700 |
| **KERN COUNTY** | | |
| BAKERSFIELD | 155 | 41,000 |
| Delano | 159 | 3,000 |
| Famoso | 148 | 100 |
| McFarland | 161 | 1,000 |
| Maricopa | 145 | 1,000 |
| Mojave | 102 | 800 |
| Randsburg | 143 | 300 |
| Taft | 138 | 3,000 |
| Tehachapi | 124 | 500 |
| Wasco | 154 | 1,000 |
| **KINGS COUNTY** | | |
| Corcoran | 204 | 1,200 |
| HANFORD | 211 | 1,200 |
| Lemoore | 224 | 1,000 |
| **TULARE COUNTY** | | |
| Dinuba | 216 | 1,500 |
| Exeter | 205 | 1,000 |
| Porterville | 193 | 1,500 |
| Tulare | 196 | 4,500 |
| VISALIA | 201 | 6,000 |
| **SAN LUIS OBISPO COUNTY** | | |
| Atascadero | 232 | 1,000 |
| Paso Robles | 243 | 1,500 |
| Pismo Beach | 266 | 1,000 |
| SAN LUIS OBISPO | 212 | 5,000 |
| **INYO COUNTY** | | |
| Big Pine | 267 | 500 |
| BISHOP | 216 | 1,200 |
| Independence | 233 | 500 |
| Lone Pine | 223 | 500 |



OF S




EAS

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***Pasadena*** Pasadena, its beautif gardens and wide avenues, its institutions and resort hotels, miles northeast of Los Angeles foothills of the Sierra Madre With a present population of 7 fifty-first year of incorporation shows a steady and careful growth with no spectacular periods of inflation, each year l creased developments, more bu bigger bank deposits.

The course of the developm sured by a city plan adopted a and rigidly adhered to, outlinin desirable trend for many years The first building of the Civ nucleus of the city plan, is t Library, which has just been com a cost of $750,000. The new City Hall is under construction a be completed in the spring.

Additional structures started pleted this year include the H stance, $400,000; Pasadena Ath Country Club, $750,000; two buildings, $500,000; school $500,000; Masonic Temple, $200,0 ment houses, $100,000 and $75,000 can Legion clubhouse, $65,000, widenings, park building and var nicipal improvement projects m one of the most important years i tory of Pasadena's civic beautifi

Pasadena, for its population, ha the largest representations in "Wh in America" of any city in the cou well as a very high per capita we property valuation.

With its California Institute o

# OF SOUTHERN CALIFORNIA




## EAST of the City

### COUNTY AREA, POPULATION and WEALTH

39 people per square mile; $1388 in wealth per capita.

| County— | Approx. Land Area (Acres) | Sq. Mi. | 1923 Values | 1924 Values | 1925 Values | 1926 Population |
|---|---|---|---|---|---|---|
| Fresno | 3,888,000 | 5,850 | $ 198,142,944 | $ 204,190,666 | $ 198,413,940 | $ 98,000 |
| Imperial | 2,616,960 | 4,089 | 50,017,795 | 51,214,289 | 52,223,716 | 75,000 |
| Inyo | 6,294,240 | 9,991 | 15,109,740 | 16,690,593 | 18,720,653 | 5,500 |
| Kern | 5,121,920 | 8,003 | 180,996,175 | 188,198,003 | 211,995,472 | 72,000 |
| Kings | 741,760 | 1,159 | 29,211,631 | 30,749,279 | 29,932,326 | 30,000 |
| Los Angeles | 2,653,000 | 4,145 | 1,992,068,094 | 2,136,223,805 | 2,949,078,815 | 2,065,824 |
| Orange | 508,800 | 795 | 160,765,031 | 175,296,561 | 166,798,719 | 114,000 |
| Riverside | 4,632,720 | 7,223 | 55,642,689 | 61,263,594 | 63,155,539 | 71,000 |
| San Bernardino | 12,912,000 | 20,175 | 99,803,872 | 108,585,213 | 114,022,926 | 93,000 |
| San Diego | 2,701,440 | 4,221 | 94,635,420 | 105,276,789 | 121,179,472 | 170,000 |
| San Luis Obispo | 3,133,760 | 3,334 | 37,505,534 | 38,349,092 | 39,633,721 | 30,000 |
| Santa Barbara | 1,755,000 | 2,749 | 63,249,242 | 67,005,858 | 70,758,851 | 59,000 |
| Tulare | 2,197,840 | 4,856 | 87,960,140 | 89,394,036 | 83,983,736 | 35,000 |
| Ventura | 189,120 | 1,858 | 57,644,597 | 59,661,952 | 63,946,976 | 46,981 |
| Totals | 50,345,760 | 78,599 | $3,136,085,996 | $3,913,915,763 | $4,179,190,642 | 3,010,567 |

**Pasadena** Pasadena, famous for its beautiful homes, gardens and wide avenues, its educational institutions and resort hotels, lies eleven miles northeast of Los Angeles, under the foothills of the Sierra Madre Mountains. With a present population of 75,000 in its fifty-first year of incorporation, the city shows a steady and carefully planned growth with no spectacular booms or periods of inflation, each year bringing increased developments, more building and bigger bank deposits.

The course of the development is insured by a city plan adopted a year ago, and rigidly adhered to, outlining the most desirable trend for many years to come. The first building of the Civic Center, nucleus of the city plan, is the Public Library, which has just been completed at a cost of $750,000. The new $1,200,000 City Hall is under construction and should be completed in the spring.

Additional structures started or completed this year include the Hotel Constance, $400,000; Pasadena Athletic and Country Club, $750,000; two telephone buildings, $500,000; school buildings, $500,000; Masonic Temple, $200,000; apartment houses, $100,000 and $75,000; American Legion clubhouse, $65,000. Street widenings, park building and various municipal improvement projects make 1926 one of the most important years in the history of Pasadena's civic beautification.

Pasadena, for its population, has one of the largest representations in "Who's Who in America" of any city in the country, as well as a very high per capita wealth and property valuation.

With its California Institute of Technology, Mt. Wilson Observatory and the Henry E. Huntington library, second only to the British Museum, close at hand, it attracts scores of the world's leading scholars, who conduct their work here. Another institution which has brought wide fame to the city is the Pasadena Community Playhouse, nonprofit Little Theater organization, that has received nation-wide recognition.

Pasadena again is internationally known for the annual Tournament of Roses, floral pageant held every New Year's Day, and for the East-West football classic held in the Rose Bowl the same day.

The high-class outlying residential sections, Altadena, Flintridge, Linda Vista, San Rafael and East Pasadena, give the area served by the Pasadena postoffice a population in excess of 100,000.

**Alhambra** The past year has been a period of marked activity in all phases of development in Alhambra, with new homes, business and industry as evidence of the continued progress of the "Gateway to the San Gabriel Valley."

A total of approximately $3,500,000 in building permit valuation was recorded during 1926. While the construction of modern dwelling houses has formed a large part of this activity, the coming of several new industries has shown the healthy all-'round growth to which community efforts are directed.

Many civic improvements were completed or launched the past year. Among these was the paving of Main street throughout its entire length from the Los Angeles city limits to San Gabriel, a distance of two miles. Other important thoroughfares, including Valley Boulevard, have been similarly improved. Additions and improvements to the schools of Alhambra have been another feature of the year's progress.

One of the imposing additions to the business district in 1926 was the Edison Building, a four-story brick store and office building costing $200,000 and erected by the Temple Estate Company. This structure has just been completed.

Alhambra's water supply, one of the city's big assets, was increased last year by the construction of another big reservoir in Kewen Canyon.

**Pomona** From a settlement established by early Spanish Dons some fifty years ago, Pomona, located at the eastern edge of Los Angeles county, has grown to be the trading center of a population of 40,000 people, the city proper having 23,000 inhabitants.

Three transcontinental railroads, the Santa Fé, Southern Pacific and Union Pacific, enter through her gates, while interurban service is furnished by the Pacific Electric and Motor Transit companies. One hundred and fifty-two miles of streets, sixty miles of which are paved, are included in the city limits.

Agriculture plays a prominent part in the industry of the city and surrounding territory, citrus culture being most prominent, while deciduous fruit and vegetable growing also contribute in a large measure, the three supporting numerous packing-houses and two large canneries with large pay rolls during the various seasons. Many dairies contribute a large supply of Los Angeles' milk and by-products, while poultry raising is also coming to the fore, aided to a great extent by the presence of the California Egg-Laying Contest flock there.

Pomona has a diversity of manufactured products, including food products, skirts, sweaters, deep-well pumps, shipping boxes, ornamental tile, auto accessories, and many others, with the recent addition of a large paper mill employing a large staff.

The city owns its own water plant and has just completed installing a complete network of sewers throughout the town, including a modern disposal plant.

Building continues at a steady pace and business conditions are of the most favorable, supporting three large banks and two building and loan institutions.

**Monrovia** "Forty-five minutes from Broadway, Los Angeles" and the largest foothill city east of Pasadena, is a city of homes. Spreading down into the valley, the south part of the city is devoted largely to ranches and industry, while the north section, with hundreds of picturesque home-sites, extends far into the foothills. There is 500 feet difference in elevation between the two extremes. With building permits for the last year totaling almost $1,000,000, approximately 80 per cent has been residential construction with a growing proportion of fine foothill homes.

Supporting this residential popularity are seven schools, fifteen churches and a full quota of service clubs, lodges, civic and social organizations.

Industrially, Monrovia is the packing center of a large citrus section; has the largest date packing plant in the world; is the home of a pioneer California water heater concern; is headquarters for a new million-dollar fur rabbit marketing corporation; has large investments in poultry and rabbit ranches and scores of other business assets.

**Eagle Rock** With picturesque location, against the foothills, Eagle Rock, in Los Angeles, is a residential community. It has a city playground with a swimming pool, and a thirteen-acre high school site with contract let for a $500,000 building and equipment. Proceedings are started to acquire a sixty-acre park with the famous eagle rock in it.

Eagle Rock is at the terminus of Glassell Boulevard, a broad thoroughfare connecting with the business portion of Los Angeles. Its main street is Colorado Boulevard, joining Pasadena with Glendale and the coast, and forming a part of the Foothill Drive from San Bernardino to the sea.

Three fine school buildings have recently been completed in Eagle Rock. Education is furnished from the kindergarten, through the new high school to Occidental College, with its high standards. Scholarship and culture are high in the community. The Greek Theater at Occidental College is perfect in acoustics and the bowl is used for community gatherings.

**South Pasadena** With a population of 13,000 and a city-manager form of government, South Pasadena, eight miles from Los Angeles, is essentially a city of homes in which manufacturing has not been encouraged. Its beautiful schools and modern shops cater to people living on fine estates in and about the city. Building this year approached the $2,000,000 mark with an assessed valuation of $13,500,000, while the postal receipts exceeded $43,000. Bank deposits of $2,000,000 show a great per capita wealth.

**San Gabriel** San Gabriel, home of the famed Mission Play and of the historic San Gabriel Mission, has made forward strides during the

# Amid the Luxuriance of the Semi-Tropics—

# SOUTH of the City

past year and is looking forward to another twelve months of extensive growth.

Perhaps the event of greatest importance to this city in 1926, both from a sentimental and a material prosperity standpoint, was the resumption of work on the new Mission Playhouse. Through the efforts of a new corporation, composed of men prominent in Southern California affairs, the enterprise was financed and construction work began in October. It is planned to open the 1927 season of the John Steven McGroarty drama of California in the new playhouse, the culmination of the dreams of the noted author.

The Arrow Highway [illegible] now assured, also means much to San Gabriel.

*Palms and waterlilies in the park at Beverly Hills.*



***Sierra Madre*** A city, tree-clad [illegible] at the foot of the Mount Wilson trail, Sierra Madre, with its broad view over the San Gabriel Valley, has been likened to a city in Switzerland. Its broad streets climb the side of the mountain, and its homes with ample grounds extend deep into the canyons and up to the first peaks of the ridge. A new mountain boulevard connecting this city with Orange Grove avenue, Pasadena, now being negotiated, will place this city on a new main line of traffic. Here live over 5000 people, and here come every year some 50,000 during the first week in March to witness the annual Wistaria Fete.

***Arcadia*** Fifteen miles northeast of Los Angeles, on high and sightly ground along the foothills lies Arcadia. Its building permits for 1926 will approximate $1,000,000, far exceeding any former year. It is on the main line of the Santa Fe Railway, on the Southern Pacific, and the Pacific Electric Railway furnishes convenience to commuters.

The estimated population, as of December 28, 1926, is 6000. The assessed valuation for the fiscal year of 1925-6 will run over $7,000,000.

***Azusa*** The proposed construction of the $25,000,000 San Gabriel Canyon Dam for water conservation and flood control which will be contiguous to Azusa has done much to increase business in this city. The annual pay roll now from industrial plants already located at Azusa amounts to more than $1,000,000. Five citrus packing-houses, marketing a crop of oranges and lemons totaling some 2300 carloads annually, are strong factors in the economic prosperity of this city.

***Monterey Park*** Monterey Park appeals to the home owner because of its beautiful, shady streets; its flowers and its pleasant homes. The proposed extension of Garfield and Wilson avenues through Monterey Park to the south, connecting with highways to the ocean, will be of inestimable value to the city. New business structures of the substantial type have been added to the commercial district the past year, and there has been evident at all times the spirit of progress as manifested by its citizens and civic bodies.

***El Monte*** The third richest high school district in California, El Monte, with 2600 population, recently made an $80,000 addition to its high school without a bond issue. A third fine grammar school at the cost of $60,000 is being built this year. In the center of the rich walnut district, with the largest single grove in the world, the city has among its unique industries the largest flower-seed farm in the world and the Gay Lion Farm, in which a hundred lions are being raised for the market. During the last three years El Monte's building has shown a steady increase. This year a city planning commission was formed, 1500 trees bought and planted along its streets and a paving program completed.

***Flintridge La Canada*** Six miles from Pasadena and a thirty-minute motor ride from Los Angeles are Flintridge and La Canada. These communities are unincorporated, are strictly residential districts, having many of the most beautiful estates and homes of suburban Los Angeles. The Flintridge Country Club is an important factor in the social life of Los Angeles, with its riding stables, golf links and beautiful clubhouse. The Thursday Club, a woman's organization, has recently completed a small, complete and beautifully appointed clubhouse, which cost $8000. Michigan Boulevard, which is a State highway, has recently been widened, and is the main boulevard through this district. A new scenic drive from Flintridge to Glendale through the hills was completed in 1926. There were thirty-five new small homes completed there during the fall months, and twelve large homes to cost $25,000 each are now under construction in the Alta Canada district. The population is 4000.

***Covina*** In the heart of the famous fertile San Gabriel Valley, twenty-two miles east of Los Angeles, with the Sierra Madre Mountains on the north and San Jose Hills on the south, lies Covina. Almost 2000 cars of oranges are shipped from this district annually. A rich walnut district adjoins it. The population is 3100. Over sixty daily electric trains furnish excellent transportation. The State Masonic Home for Children, a beautiful flower-surrounded place, lies one mile away. The California Preparatory School for Boys, built here during the past year, at an expense of $500,000, on a scenic site, attracts students from nearly every State.

***East Pasadena*** This section, formerly called Lamanda Park, has probably grown faster than any other part of Pasadena during the last year. Stores, business blocks, homes and improved streets have all been built in large numbers and a $260,000 bond issue recently voted for an outfall sewer system is the latest forward step in civic growth. Greater industrial development is being promoted successfully. Plans for a new school in the northeast section have just been completed by the Board of Education. Opening of Bresee Park, the first in East Pasadena, is significant of the well-rounded development that is taking place there.

***Baldwin Park*** With a great expansion in building in the past year Baldwin Park is one of the most rapidly growing towns of Los Angeles county.

Baldwin Park is eighteen miles east of Los Angeles and is reached by the Southern Pacific and Pacific Electric railroads and two main boulevards. A few weeks ago Baldwin Park celebrated the completion of the Baldwin Park-El Monte link in the new Shortline Boulevard through the San Jose Hills.

The city has an active Chamber of Commerce, Civic Club, Women's Club and several musical and fraternal organization.

***Claremont*** The home of Pomona College, the first unit of Claremont colleges, organized upon the Oxford Plan with a 500-acre campus and 875 students, Claremont is distinctively a college town in the center of a great citrus-growing section. The first building of Scripps College for Women, a second unit of the colleges, is to be started here next month. A comprehensive program for expansion has been necessary to accommodate the increasing number of students that are being turned away every year.

***La Verne*** Located in the heart of the citrus empire, La Verne, with a population of 3500, is the home of La Verne College, a Brethren institution which has just added a $100,000 gymnasium and a costly new administration building to its equipment. Four large citrus packing-houses serve the surrounding 2500 acres devoted to this industry, that furnishes the main support of the community. A complete network of sewers was installed this year and practically all streets in the city were resurfaced, adding impetus to the building of many new homes.

***Glendora*** In the midst of 4500 acres of citrus groves producing approximately 1800 cars of fruit valued at $3,000,000 each year, Glendora is within twenty-seven miles of Los Angeles and is located upon two railroads and the Foothill Boulevard.

Glendora is a city of fine schools, churches and public buildings. The Women's Club owns its clubhouse and has a membership of 260.

Glendora is co-operating with Los Angeles county in the construction of a scenic boulevard over the mountains to the site of the $25,000,000 dam to be built in the San Gabriel Canyon.

As a part of the flood control program a $750,000 dam is now being built in Dalton Canyon two miles east of the city.

***San Dimas*** San Dimas is in the center of 2500 acres of bearing citrus groves. Four packing-houses annually handle a citrus crop valued at around $1,500,000. San Dimas has the world's largest citrus nursery.

The town has three railroads and is on the Pomona-Los Angeles Boulevard. The new Arrow Highway which is being built between Los Angeles and San Bernardino will pass through this city.

One of San Dimas' new attractions is the park laid out last year at the entrance of San Dimas Canyon.

***Puente*** At Puente, twenty miles east of Los Angeles, is located the world's largest walnut packing-house, where last year 3500 tons of nuts with a valuation of $1,500,000 were shipped through the California Walnut Growers' Association.

Besides 10,000 acres of walnuts Puente has 1000 acres in oranges and 850 acres in lemons. Its hillsides with 300 acres planted to avocados constitute the State's largest acreage in avocados.

***Duarte*** Primarily a community of citrus groves, Duarte, twenty-one miles from Los Angeles on the Foothill Boulevard, ships $300,000 worth of fruit annually. This year it added to its industries the headquarters of a million-dollar rabbit marketing organization.

***Long Beach*** At Long Beach, almost 150,000 people are striving to make of their city a place known in every port of the world where ships put in for cargoes. A $5,000,000 harbor development program, begun only [illegible] years ago, is rapidly nearing its completion and Long Beach Harbor, just to the east of Los Angeles Harbor and once a collection of shallow pools, is now making a bid as a world port.

That its bid is being recognized is clearly shown in the fact that, in the past year Henry Ford, major-general of industry, selected Long Beach Harbor as the home of his big Pacific Coast plant, thereby attracting the eyes of other industrial groups from Pittsburgh, New York and other eastern centers to Long Beach.

Already a large gypsum plant, lumber docks, a site for a steel mill, ship yards and other forms of industry that require water frontage have located or are locating in Long Beach. Others are to follow and this city's $5,000,000 investment in a harbor is confidently expected to be returned tenfold within a comparatively short space of time as growth of harbors is reckoned.

A dredging program providing miles of deep channels, thousands of feet of wharfage and warehouse space, two giant moles extending thousands of feet into the ocean and planned to accommodate giant warehouses, railways and causeways for vehicles, and several hundred feet of breakwater—all this is about completed, and today Long Beach is hanging out its shingle as a maritime port and is ready for business.

And business has come during the past year. The steps have been gradual but already ships from Manila and elsewhere are calling with huge loads of hardwood, oil tankers leave through the new harbor channels loaded with crude and refined oils and coastwise passenger vessels clear the port on regular schedules.

That a big harbor brings with it obligations of another sort is fully realized by Long Beach, and already an elaborate program has been provided for new highways to the harbor district and additional bridges across existing streams.

Faith in the harbor and faith in the resulting growth of the city has been expressed everywhere during the past year. These expressions are best seen in the completion of the Breakers, a new $1,000,000 hotel on the ocean front and in the announcement that another huge hotel is about to be erected near by. This faith is reflected again in Uncle Sam's sudden interest in the city's postoffice needs and plans for a new Federal Building. Completion of two new twelve-story office and bank buildings this year is another expression of capital's belief in Long Beach.



But, with all the big indus[illegible] mercial [illegible] that confron[illegible] there has [illegible] been forgot[illegible] side of [illegible] community develop[illegible] that makes a community a [illegible] live in. [illegible] the projects launched the coming year is [illegible] pal auditorium, the acquisi[illegible] tional public beaches, the [illegible] of new railroad depots, fu[illegible] ment of public parks and [illegible] ment of a new and better [illegible] system.

Long Beach has three pri[illegible] municipal golf courses and c[illegible] one of the most entertainin[illegible] sections, which includes the [illegible] "Walk of a Thousand Lights," [illegible] roads, public libraries and [illegible] parks.

Long Beach oil production [illegible] rels a day with an oil invest[illegible] 000,000. The average return [illegible] is $35,000,000.

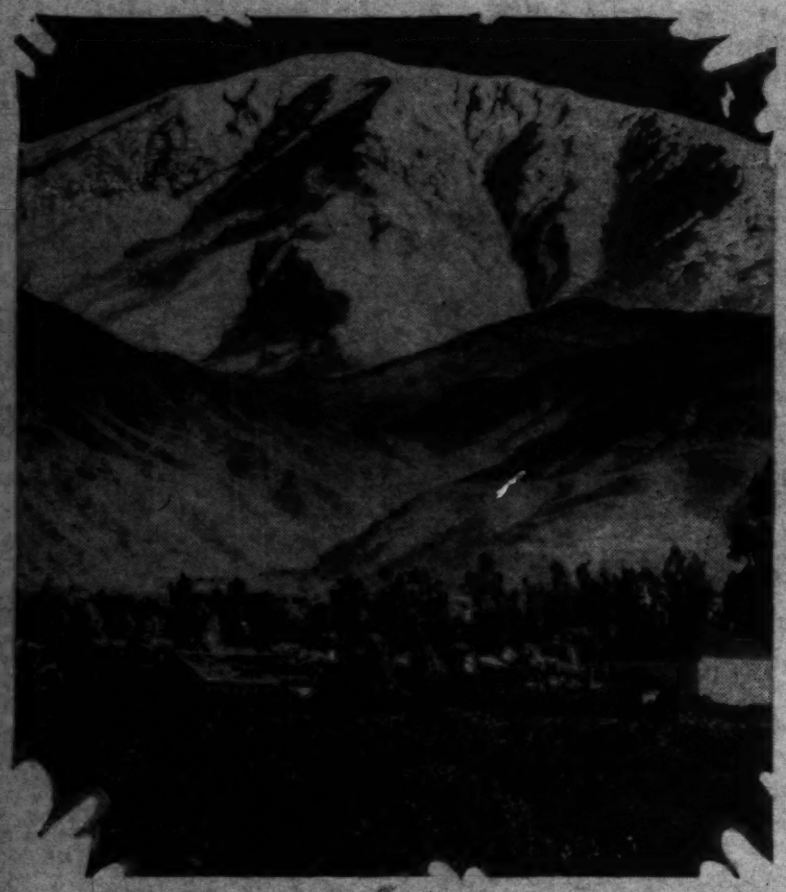
The assessed valuation of L[illegible] now well over $182,096,173. [illegible] 111 miles of paved streets, fo[illegible] and eleven branch banks, thi[illegible] lic schools, with a $4,900,000 [illegible] gram under way, and sixty ch[illegible]

***Huntington Park*** W[illegible] t[illegible] ulation of 30,000 inhabitants, [illegible] Park continues to make rapi[illegible] its growth, covering a territo[illegible] than three square miles, with [illegible] ations during the past year. [illegible] business and home city, and [illegible] ed on three sides by industri[illegible] with over a hundred factorie[illegible] side being within a short dist[illegible] great Central Manufacturing D[illegible] its $10,000,000 program for de[illegible]

During 1926, a lateral sew[illegible] was completed and the build[illegible] valuations passed $1,500,000, a[illegible] over 1925 of more than $150,00[illegible]

***Wilmington*** Wilmington[illegible] Los Ange[illegible] Harbor water front. The [illegible] here are 5 7-10 miles nearer up[illegible] Angeles than outer harbor wh[illegible] hence they handle the bulk o[illegible] bor's business, both passenger a[illegible] Two hundred and forty-four [illegible] dock at Wilmington with regul[illegible] to practically all quarters of the [illegible] addition to 145 lumber vessels [illegible] ers. Wilmington's industries ar[illegible] ous. Henry Ford, in locating hi[illegible] plant here set his seal of approv[illegible] mington as a location for an ind[illegible]

# Sheltered by Protecting Mountain Ranges—





*Mount San Antonio (Old Baldy) looks down on Glendora orange groves. Above is the historic San Gabriel Mission.*

But, with all the big industrial and commercial tasks that confront Long Beach, there has not been forgotten that other side of community development, that side that makes a community a good place to live in. Among the projects which will be launched the coming year is a new municipal auditorium, the acquisition of additional public beaches, the establishment of new railroad depots, further development of public parks and the establishment of a new and better transportation system.

Long Beach has three private and one municipal golf courses and country clubs; one of the most entertaining amusement sections, which includes the Pike, or the "Walk of a Thousand Lights," finest motor roads, public libraries and fourteen city parks.

Long Beach oil production is 106,000 barrels a day with an oil investment of $90,000,000. The average return in one year is $85,000,000.

The assessed valuation of Long Beach is now well over $182,095,173. There are 111 miles of paved streets, fourteen banks and eleven branch banks, thirty-four public schools, with a $4,900,000 building program under way, and sixty churches.

***Huntington Park*** With an estimated population of 30,000 inhabitants, Huntington Park continues to make rapid strides in its growth, covering a territory of more than three square miles, with two annexations during the past year. It is both a business and home city, and is surrounded on three sides by industrial districts with over a hundred factories, the east side being within a short distance of the great Central Manufacturing District, with its $10,000,000 program for development.

During 1926, a lateral sewer system was completed and the building permit valuations passed $1,500,000, an increase over 1925 of more than $250,000.

***Wilmington*** Wilmington is the Los Angeles Inner Harbor water front. The wharves here are 5 7-10 miles nearer up-town Los Angeles than outer harbor wharves, and hence they handle the bulk of the harbor's business, both passenger and freight. Two hundred and forty-four steamships dock at Wilmington with regular sailings to practically all quarters of the globe, in addition to 145 lumber vessels and tankers. Wilmington's industries are prosperous. Henry Ford, in locating his big new plant here set his seal of approval on Wilmington as a location for an industry. A Los Angeles city school system, churches and service-clubs for both men and women serve a population of 13,000 that is growing rapidly.

The building permit valuations for 1926 passed $1,500,000, an increase over 1925 of more than $250,000, the erection of residences taking the lead over all other building operations combined.

More than 300 busses connect with outlying districts every twenty-four hours, and street cars provide 5-cent service to Los Angeles.

***Whittier*** Shipping 75,000 barrels of oil, $4,000,000 worth of citrus fruits and $1,000,000 worth of walnuts annually, Whittier has over 16,000 population, and a valuation of over $19,000,000. Its Avocado and Industrial Exposition held in the spring of this year attracted large crowds. Whittier College, located here, draws students from all parts of America.

***Cudahy*** Nine miles from Los Angeles, Cudahy is a center of poultry industry. A cyanide chemical corporation, a paper mill, and a clay pipe product company have recently bought sites for factories there. Transportation to Los Angeles is adequate, by motor bus, and the main electric line to Whittier is near here. The population of this district is 4500.

***Athens*** In the shoe-string strip reaching to the harbor, Athens is a part of the city of Los Angeles. Originally an exclusive residential section, oil was discovered there in 1924, greatly increasing the value of the property. It is so situated at the highest point between Los Angeles and the sea, that the climate is frostless and many tropical fruits are grown. The population is about 2000.

***Compton*** From a population of 922 in 1910 to 12,500 at the present time, Compton's growth has been more than thirteenfold in four years. Its building permits for the first nine months of 1926 amounted to $1,254,098 as compared with a total of $1,540,476 for the entire year of 1925. Covering an area of six square miles, it has three banks, seven churches, seven grammar schools of which several are new, a modern theater, a thriving newspaper, nine main boulevards, fine city buildings, municipally owned water system, service clubs and fraternal organizations, as well as an active Chamber of Commerce, Realty Board, Retail Merchants' Association and Credit Bureau.

***Bell*** In the major industrial section of Greater Los Angeles, three hundred places of business, catering to the trade of its residents, 90 per cent of whom own their own homes. In August the city decided by a 2-to-1 vote to join Los Angeles.

The Southern California Iron and Steel Company, employing 600 men, is one of its chief industries. The California Cyanide Company, the Southern Clay Products Company, American Manganese Steel, and a score or more of progressive plants in the Central Manufacturing District, all reflected exceptional activity during 1926.

***Gardena*** On South Vermont Boulevard, Gardena is halfway to the harbor from Los Angeles. Half of the town is in the city of Los Angeles, and the other in the county. A few years ago Gardena was the center of strawberry gardens, whence came the name, Gardena. It is now a residential district and potential industrial section. The Spanish-American Institute, located here, recently built a $60,000 addition to its buildings. Last year a high school plant costing $125,000 was erected, and proved inadequate, so a $46,000 addition was made during the fall months. A project is now under way to purchase a large acreage for a recreational park, which will also serve as a tennis tournament park.

***Torrance*** A modern industrial city of 6000 inhabitants where every facility for industry combines with civic, economic, commercial and home values. Torrance has an assessed value of $12,500,000. Here twenty-nine flourishing industries have a pay roll of $500,000 monthly. New plants added recently are the International Derrick and Equipment Company, the Eno Rubber Corporation and the United Concrete Pipe and Construction Company. The Santa Fe Railroad Company purchased 800 acres of industrial land this year and is planning to develop the finest industrial district in Southern California, representing an investment of nearly $2,000,000.

***Montebello*** A city of 6000 people, Montebello is admirably located on a well-drained mesa eight miles east from the heart of Los Angeles. In its nurseries was produced the famous Los Angeles rose.

Montebello has an old-established oil field, an assessed valuation of $8,000,000, five grade schools and a new $500,000 high school, splendid streets, a newly completed ten-acre park, many pay rolls, and is growing rapidly. It is on the main line of the Union Pacific System, which has an industrial tract two miles from the city's western boundaries; also a municipal bus line, which connects with the street car, a 5-cent ride from Los Angeles.

***Maywood*** A residential island in the midst of an industrial sea, Maywood is a rapidly growing community five miles southwest of Los Angeles' business center, surrounded on three sides by Vernon, the Central Manufacturing District and the Laguna-Maywood industrial district.

It has three splendid grammar schools, an efficient and economical city government and a water system that is mutually owned.

Transportation is provided by three cross-town bus lines and the Union Pacific and Pacific Electric railroads. Two important major highways traverse the city. Slauson avenue is being extended east and in time will be the Whittier-to-the-Sea Boulevard. Atlantic avenue extends from Pasadena to Long Beach.

Maywood's assessed valuation is in excess of $3,000,000.

***Bellflower*** Bellflower is in the center of a farming, dairying, and poultry district with paved highways to Los Angeles, seventeen miles distant, adequate electric car service to the metropolis and motor busses to the beach, ten miles away. During the past year all of the streets there have been paved and sidewalks and curbs built. The widening and repaving of the main business street are now under construction. The population is estimated at 8500. It is a part of the Excelsior Union High School District. Recently a fox farm has been added to the industries here.

***Downey*** Doubling its population in the last five years, Downey is ten miles from Los Angeles in a fruit district that ships $4,000,000 in citrus fruits and $1,500,000 in deciduous fruits annually. An asbestos plant employing 150 and three other factories supplement the production on the rich farms in the neighborhood. This year the city built an $80,000 addition to its high school, and showed a material increase in its assessed valuations. The Downey Fair held in the latter part of August was attended by 10,000 people.

***Avalon*** Famed as a beauty spot the world over, Avalon, on the landward shore of Catalina Island, is becoming more and more a city of permanent residents. The population varies from 1000 to 1200 during the winter months to 10,000 and sometimes 15,000 in the summer. It is a mecca for big game fishing and the home of the famous Tuna Club. Yachting, tennis and golf, and rides and hikes through the mountainous back country of the island provide a round of recreation in this unique vacation island.

***Lynwood*** With a municipally owned water system and thirty-three miles of paved streets and sidewalks, Lynwood has the lowest municipal tax rate of any town in California. Building permits this year will reach the $1,000,000 mark with three new business blocks costing $60,000, a new $18,000 women's club building, and three new school buildings totaling $155,000.

***Artesia*** In a thriving dairy, poultry and agricultural section, Artesia is soon to have four boulevards. Main street and Artesia street are already paved and work will start soon on First street and Century Boulevard. Ornamental lights are to be placed on Main street for a distance of half a mile. A petition has been filed for sidewalks, curbs, cement gutters and macadam streets on three and one-half miles of city thoroughfares.

***Clearwater and Hynes*** Three miles of new streets and four miles of new curbs and sidewalks were added this year to these neighboring communities in a thriving agricultural district sixteen miles from Los Angeles. With a population of 2500 and a valuation of nearly $3,500,000, these cities added to their assets this year a new industry employing a hundred people.

***Moneta*** Twelve miles from Los Angeles on Western avenue, Moneta has an estimated population of 3000, with several modern business blocks, fine schools, and plans under way for the development of industries.

***South Gate*** Incorporated in January, 1923, as a city of the sixth class, South Gate has an estimated population of 3100, covering more than two square miles of territory. It has annexed two large additions during the year 1926, and has two manufacturing districts. Two transcontinental railways run within its limits, and when the work of the Los Angeles County Planning Commission is

# Where Agriculture Stabilizes Prosperity—



*The Pomona Fair Grounds where is held the great annual agricultural fair of Southern California.*

## WEST of the City

finished, there will be five 100-foot boulevards and five 80-foot boulevards passing through the city. The city valuations are placed at approximately $3,750,000, approximately 2000 residences having been erected here since April, 1923.

***Norwalk*** In a leading agricultural section with plenty of water for irrigation, Norwalk has benefited by the discovery of oil at Santa Fe Springs, one mile away. The town grew rapidly in 1924 and 1925, and considerable building is in progress now. An extensive campaign of sidewalk and curb building is in progress, and two main highways through the town are being paved.

***Rivera*** Rivera is a shipping point for walnuts and oranges produced in the fertile soil of the community. As it is only fourteen miles from the shopping district of Los Angeles, the 2500 citizens have the privilege of both city and country life. One hundred and eight carloads of walnuts and 600 cars of oranges were shipped from there in 1926.

***Pico*** Subdivided and developed since 1920, Pico now has a population of 1148 and an assessed valuation of $1,000,000. It is situated on the Whittier Boulevard ten miles from Los Angeles in the midst of a rich fruit and walnut section. Among the notable improvements this year is a new community church.

***Lomita*** Lomita is located on a gentle slope at the northern entrance to the Palos Verdes project, three and one half miles from San Pedro, and Wilmington, eight miles from Long Beach, and six miles from Redondo.

A $500,000 high school and a new grammar school have been completed this year, as well as several new business blocks and many new residences.

Narbonne avenue and Redondo Boulevard are now being widened and improved and several miles of new streets, will be improved under the Mattoon Act.

***Los Nietos*** Fifteen miles from Los Angeles, Los Nietos, near the Santa Fe Springs oil field, is adjacent to three railroads, making it a strategic shipping point. A large clay products plant and a factory for the manufacture of pumps is located here. The population is estimated at 1500, many residents owning small ranches.

***Watts*** Watts became a part of Greater Los Angeles in June, 1926. A recent canvass for the city directory, shows that the population of the district is more than 20,000, 800 electric trains a day passing through this suburb, and paved boulevards radiate in all directions. A new high school was completed last year, costing $225,000. Four new manufacturing plants will be operating early in the spring.

***Palos Verdes*** Built along a bluff and fronting the ocean for four and one-half miles, Palos Verdes Estates has grown from nothing to $4,500,000 valuation in two to three years.

***Vernon*** Six miles from Los Angeles, Vernon is an industrial city with some 300 manufacturing plants. It has a population of 1500 and an assessed valuation of $39,439,176.

***Santa Monica*** In the past five years Santa Monica has more than doubled in size, now having an estimated population of 45,000. The building permits for the first nine months of this year, having passed the $5,000,000 mark, are greater than those for the entire year 1925. The assessed valuation is steadily increasing and is now more than $43,000,000.

Many Beach clubs have been formed in this city during the past year, the Casa Del Mar and Edgewater Beach clubs have already been completed, the Breakers, Gables, Miramar and the Sea Breeze are under course of construction and about nine or ten more are just completing their financial arrangements, so that it can be expected that these twelve or thirteen clubs will be fully completed during the next year.

The Los Angeles Athletic Club has acquired 250 acres in the Santa Monica Canyon for a golf course, polo field, clubhouse and athletic field. The Palisades Hotel has just completed its financial arrangements for building, and the new Miramar Hotel has started its construction.

Ocean Park, which is a part of the city of Santa Monica, has completed the reconstruction during the past year of its theaters, dance pavilions and piers that were wiped out by the fire of two years ago, and today Ocean Park stands eminent as a playground on the Pacific Coast.

***Inglewood*** Inglewood, the trading center of the Centinela Valley, now points proudly to a 710 per cent increase in population during five years, having grown from 3285 in 1920 to 26,000 today. The recent establishment of an industrial section into which have already moved numerous manufacturers, has brought a pay roll of no small proportions, that has stabilized its growth.

A recent bond issue of $785,000 is now taking care of the construction of sewer mains to connect with the ocean outfall trunk lines of Sanitation District No. 5, created a year ago.

The school system, ranked among the best in California, has been greatly improved every year, and favorable results have been obtained at every bond election to provide funds for further facilities. The high school plant is valued at $800,000 and here pupils from a district valued at $39,371,235 are afforded every advantage.

Inglewood has abundant water, so pure that no treatment is required before it can be consumed, to supply a city of 50,000. The tax rate in Inglewood is $1.44.

***Venice*** A year of annexation finds Venice taking assured strides as the great beach playground and seaside residential community of Los Angeles. The engineering department is completing a survey of the entire area, on which will be based a comprehensive program of street and other improvements.

With a total beach frontage of five miles, three and three-quarters publicly owned, and located only fifteen miles from the heart of Los Angeles, Venice entertains close to 15,000,000 people annually. Fast interurban service via Pacific Electric lines and an unusual concentration of great auto boulevards reduce traveling time to a minimum. Fun-making equipment at the Venice beach represents an investment of $5,000,000. Half a million people may swim at Venice on the same holiday. Splendid schools and churches are keeping apace with the rapid growth of the community. At Palisades Del Rey, the southerly end of the beach, great villas sprang up during 1926 on the scenic bluffs along the shore. Downtown Venice is being converted into a beautiful White Way through a new lighting system.

***Redondo Beach*** Redondo Beach, on gentle slopes overlooking the Pacific, is a residential city where practically every home has an ocean view. Twenty per cent of the population work or have business in other localities.

A large industrial area is now developing just to the east of the city, and two new major highway connections are projected through this territory which will place Redondo within ten minutes' ride of this district. Building permits for the first nine months total $231,770. Sixteen new business buildings, the Hippodrome, Surf Bath House and the Harrison Garage have been completed this year.

The Pacific Electric Railway Amusement Zone has been transferred to eastern capitalists, who contemplate an expenditure of about $1,000,000 in improvements and additions. New buildings under way are the Salvation Army Headquarters, Masonic Temple, New Methodist Church, American Legion Home, City Library and new music hall addition to the Union High School. More than $250,000 has been expended in street paving and plans formed for the beautification of the seven-acre city park fronting on the beach.

***Beverly Hills*** Growing from 674 to 15,000 population from 1920 to date, Beverly Hills, with its curving drives and wide variety of border trees, was laid out for a millionaire colony and has fulfilled the dreams of its planners. Its building permits, doubling in 1925, were increased by another million this year, giving it an assessed valuation of around $39,000,000. A separate city, almost surrounded by Los Angeles, it is the home of the world's most famous motion-picture stars, where large estates, country clubs, and bridle paths give it a character all its own.

***Hawthorne*** Situated twelve miles southwest from Los Angeles, Hawthorne has grown in assessed valuation from $2,634,245 in 1925 to $2,953,650 in 1926. The population today is 8500, as compared with 1650 in 1920. Building permits last year totaled $800,425, and conservative estimates place those of 1926 at $1,000,000.

There are splendid schools and churches in this city, and civic bodies of various designations co-operate with each other in promoting public welfare.

***Palms*** A community of 6500 recently annexed to Los Angeles has been growing so rapidly that a new $[illegible],000 addition to the high school built in 1925 is being planned and a new grade school was built this year to accommodate the children from 150 new homes. The new Pacific Military Academy opened this fall in the northern part of this suburb.

***Culver City*** With an estimated population of 13,000, Culver City during 1926 has taken on a metropolitan air.

The city's assessed real estate valuation is $3,809,815, with improvements assessed at $3,784,555.

The motion-picture studios situated here have put in an active production year. The Baldwin oil field paid the city $36,000 in royalties, an income which will be used for financing a new $100,000 City Hall.

***Sawtelle*** Located two miles east of the Pacific Ocean, twelve miles from downtown Los Angeles, on the Pacific Electric lines via Hollywood and via Venice Boulevard, with bus lines and nine main auto boulevards, Sawtelle has made big strides during 1926. With a population of 10,770, adjoining Brentwood Heights with 5877 residents and Westwood numbering 3838, the Sawtelle district has become a home center of importance.

The Soldiers' Home at Sawtelle is completing a $4,000,000 hospital. A $375,000 water system, $410,000 telephone station, $81,000 police station and $84,000 grammar school are among the new improvements. The Warren G. Harding High School and its new shop buildings represent an investment of $490,000. Complete storm drain and sewer systems are being installed, twenty-five miles of streets are being paved, and a ten-acre playground acquired.

***West Hollywood*** A [illegible] real community is rapidly building solid Hollywood to Beverly Hills, including old town of Sherman. Through the formation of an improvement district this incorporated section has been completely sewered and given excellent fire protection within the past year under city supervision.

In but four years barley fields and marshes have been transformed to miles of attractive residences, increasing property values by hundreds of thousands of dollars.

Three parks and playgrounds are [illegible] templated for the district, in addition to a playground acquired back of the Selford studio during the past year. [illegible] hundred new businesses and an increase of over 4000 in population during the year reflect the rapid growth of this district.

***Hermosa Beach*** Situated on the Bay district, eighteen miles from Los Angeles via two good boulevards and the Pacific Electric, Hermosa Beach combines ideal residence conditions with [illegible] pursuits. The Surf and Sand Club, pioneer beach club and one of the most exclusive, has a $700,000 building. [illegible] the Golden State Silk Mills, the only silk mill west of the Ohio, has its large plant at Hermosa, also the American Enameling & Tiling Company, which trebled its capacity during the past year. Nearly $500,000 has been expended in civic improvements during 1926.

***Manhattan Beach*** Is situated [illegible] miles from Los Angeles. Its frontage was recently bought by Los Angeles county for a perpetual playground. The opening of Manhattan avenue, for which a condemnation suit is in the courts, will give a through boulevard through this city with its population of 4000, good schools, fine pier, and combination of sand and soil.

***El Segundo*** The Standard Oil Company of California created the town of El Segundo, beginning its operations in 1911. Now the town has 1500 population, a junior high school, grammar school, a public park, miles of paved streets, the principal ones being equipped with a modern lighting system.

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# And Thriving Cities Teem with Industry—



*The Water Front of the city of Long Beach, one of the fastest growing ocean sky-lines in the world.*

## NORTH of the City

***West Hollywood*** A beautiful residence community is rapidly building solidly from Hollywood to Beverly Hills, including the old town of Sherman. Through the formation of an improvement district the unincorporated section has been completely sewered and given excellent fire protection within the past year under county supervision.

In but four years barley fields and marshes have been transformed to streets of attractive residences, increasing property values by hundreds of thousands of dollars.

Three parks and playgrounds are contemplated for the district, in addition to a playground acquired back of the Pickford studio during the past year. Over a hundred new businesses and an increase of over 4000 in population during the past year reflect the rapid growth of this district.

***Hermosa Beach*** Situated in the South Bay district, eighteen miles from Los Angeles via two good boulevards and the Pacific Electric, Hermosa Beach combines ideal residence conditions with industrial benefits. The Surf and Sand Club, the largest beach club and one of the most attractive, has a $700,000 building here; the Golden State Silk Mills, the only silk mill west of the Ohio, has its large plant in Hermosa, also the American Encaustic Tiling Company, which trebled its size during the past year. Nearly $500,000 has been expended in civic improvements during 1926.

***Manhattan Beach*** Is sixteen miles from Los Angeles. Its frontage was recently bought by Los Angeles county for a perpetual playground. The opening of Manhattan avenue, for which a condemnation suit is in the courts, will give a through boulevard through this city with its population of 4000, good schools, fine pleasure pier, and combination of sand and soil lots.

***El Segundo*** The Standard Oil Company of California founded the town of El Segundo, beginning operations in 1911. Now the town has 5000 population, a junior high school, a grammar school, a public park, miles of paved streets, the principal ones being equipped with a modern lighting system.

***Glendale*** Glendale, incorporated in 1906 with a population of 1000, now has a population of 87,658, according to estimates compiled by the local postoffice authorities and the Chamber of Commerce. Its assessed property valuation is $57,865,185, and its bank deposits maintain a steady average of $13,000,000 the year 'round. The amount of its building permits up to October 9 was $7,942,813, predicting that it will rival the figures of the past two years and run beyond the $10,000,000 mark again in 1926.

One of the major projects initiated this year has been the extension of the sewer system to serve the recently annexed territory of Casa Verdugo, Sycamore Canyon and Sparr Heights.

To stimulate its industrial development the City Council has this year made a provision in its budget for the employment of a city industrial commissioner, whose duty it is to compile data that will be placed before new concerns seeking locations or established firms that are on the look-out for new factory sites. Through the operation of this system the number of manufacturing plants has increased to 165, with a capital investment of $9,700,000.

The City Council has also made provision in the budget for the present fiscal year for a survey of Glendale, with a view to the adoption of a comprehensive plan of city development. Harlan Bartholomew of St. Louis, Mo., a well-known city planner, is now engaged in carrying out the preliminary surveys.

The purchase of a new twenty-acre site in the northwest section of the city for a new high school was consummated within the past few months.

***Burbank*** Burbank is located at the southeasterly entrance to the rich San Fernando Valley at the junction of the main and coast lines of the Southern Pacific.

A recent survey shows that the city has well in excess of 125 miles of paved streets in comparison with but twenty miles on January 1, 1923. San Fernando Boulevard, the main traffic artery through the city, was widened and repaved during the past summer, making it one of the finest boulevards in the Southland.

The population today is in excess of 15,000, against 2913 in 1920. Assessed valuation for the years 1925-26 was placed at $12,000,000, while in 1921-22 it was but $4,579,000.

The educational system is represented by a total outlay of $1,660,000 in grounds and equipment.

Industrially, Burbank has the largest motion-picture studios in the world in the plant of the First National Pictures. Factories for Woodbury soap and facial preparations, Moreland trucks, Sweet Brannies, California fruit candies, Libby fruits and vegetables, McKeon's canned products, china tableware, hand-made silverware, General water heaters, grape juice, motor oils, stucco products, sash and doors, sheetmetal products, poultry and stock feed and poultry drinking fountains provide a pay-roll foundation for a thriving industrial city.

***Van Nuys*** Van Nuys, which fifteen years ago was the center of a huge barley field, now has a population of about 10,000 and is growing at the rate of 2000 to 3000 each year. The building permits this year were a little more than $1,500,000, most of which were for new dwellings within the town and adjoining the townsite, commercial poultry houses and various business buildings. The total value annually of agricultural products amounts to several millions of dollars, according to statements formally given out by the two banking institutions of the town. The Robert Morton pipe organ factory, one of the largest in the world, ships hundreds of theater organs all over the United States. Some of them are valued at $50,000.

***Montrose, La Crescenta*** Montrose is four miles north of Glendale, at the gateway of the La Canada Valley. La Crescenta is one of the oldest towns of the county; Montrose is a new community. The buildings in Montrose are all modern and are constructed of brick and stone, twenty new storerooms having been added in 1926. During the year a group of new buildings were erected at La Crescenta, to house the postoffice, a drug store and other markets. The La Crescenta Hotel, where travelers from all parts of the world have been guests, has recently been sold, and the remodeling and enlargement of this famous hostelry will mean much for the valley. Electric car service from Glendale serves this district, the line extending beyond Montrose to the southern section of La Crescenta. Los Angeles avenue, a boulevard reaching from the foothills on the north to Glendale, is being widened and paved. The school buildings are being enlarged, one at a cost of $22,400 for classrooms, and the other at a cost of $18,212 for an office and auditorium.

***Lankershim*** Building of a most substantial character has been the year's outstanding development in Lankershim, now a city of 12,250. Among the new structures are a $25,000 theater, a $400,000 high school, a $10,000 gas company office, a $75,000 bank building, an $18,000 garage, and an $80,000 clubhouse for the Lakeside Golf Club. Work has been started on a $250,000 motion-picture studio, and the State Highway Commission has erected a $25,000 garage and machine shop at its maintenance yards. This year Cahuenga Boulevard has been completed from Hollywood to Lankershim through Cahuenga Pass at a cost of $500,000, and the Los Angeles City Council has authorized the expenditure of $1,000,000 for an outfall sewer for this section. A bond issue for a ninety-acre park came to a vote this year.

***San Fernando*** A steady, prosperous growth of San Fernando during 1926 is reflected in building permits and improvements aggregating $1,000,000 for the past year. The major improvements were: City sewer system, $150,000; street improvements, consisting of pavements, sidewalks, curbs, ornamental lights, $80,000; health center, $50,000. The balance of the year's total is made up by business buildings consisting of a three-story bank building, two hotels, a public market, twenty-four office suites and twelve new storerooms in the business section and 100 new dwellings in the residential districts.

***Tujunga*** The green Verdugo hills surrounding Tujunga Valley have attracted many homeseekers. Of great significance to the future of this valley is the plan for building an immense flood-control dam and reservoir in Big Tujunga Canyon. Many homes and an additional school building were erected in the valley last year. Miles of pavement are being laid on Honolulu avenue and Monte Vista Boulevard from Montrose to Big Tujunga Canyon, making a picturesque, scenic drive.

***Sunland*** On the 23rd of June, 1926, Sunland voted to annex to Los Angeles. Situated along the inland highway to San Fernando, which has lately been widened, it lies seventeen miles from Glendale and ten miles from San Fernando.

***Owensmouth*** With a population of 2500, Owensmouth, on Sherman Way, is the social and educational center of the West San Fernando Valley. Its classic high school with its $15,000 pipe organ and a Greek theater is supplemented by a beautiful grammar school and two auxiliary schools to supply educational facilities to the children of this rich agricultural district.

***Lancaster*** The business center of the 1,000,000-acre Antelope Valley, Lancaster is a thriving town of 800 with modern business blocks and homes. The valley with its thousands of acres in pears and alfalfa has a $250,000 union high school and twenty grammar schools.

***Calabasas*** Taking its name from the Spanish word for pumpkins, Calabasas lives up to its early reputation as a rich farming section. With modern schools and a four-story office building in its business district, it is a thriving town of 500. It is the gateway to several lake and mountain resorts.

***Palmdale*** Three hundred cars of pears raised in the Antelope Valley were shipped from Palmdale this year. The city has a $32,000 grammar school, a $300,000 ice and cold-storage plant, and a new cannery and de-

# Paved Highways Lead Through Rich Valleys



*Orange County Harbor has come to be a center for Southern California yachtsmen.*



*In Orange county one may travel for miles through shaded walnut groves such as that pictured above.*

## ORANGE COUNTY

ORANGE COUNTY has gone ahead further in 1926 than in any previous twelve months. The construction activity in 1925 was largely confined to the familiar areas of population, the score or more prosperous Orange county cities and towns. But in 1926 new lines of progress have been definitely laid and already are being turned into well-populated landscape.

This new development has almost outstripped the development in the cities, although the growth of Anaheim, Fullerton, Orange, Santa Ana, Huntington Beach, Newport Beach, Balboa, Laguna Beach and other large communities has been well up to past years and in some instances has passed marks of 1924 and 1925.

The biggest development in Orange county during 1927 is expected to be along the coastline, as picturesque a strip as can be found anywhere in America. The strip from Seal Beach to Capistrano Beach has already attracted millions in capital from Orange and Los Angeles counties.

Almost as important as the development of the harbor is the completion, as far as Laguna Beach, of the coast boulevard. The completion of the stretch as far as Laguna Beach was celebrated October 9 with thousands in attendance at the ceremonies. Within a year the highway will be extended to Capistrano Beach, where it will join the San Diego highway, thus providing a straight stretch of ocean boulevard from Los Angeles and northern points to the international boundary beyond San Diego.

Through the Associated Chambers of Commerce of the county, with the aid of the Board of Supervisors, parlor-car busses will be routed through the county. Plans are being made for a central county junior college, which eventually will offer a full four-year college course, enabling high-school graduates to pursue higher education and still live at home.

***Santa Ana*** While building figures in Santa Ana for 1926 were under those of previous years, City Building Inspector C. W. Decker points out that the quality of structures was higher than in former years and that money for substantial construction was not difficult to obtain from those sources which deal in financial operations. A new theater costing $290,000 was completed this year and several new business blocks are under construction.

During 1926 an active city planning campaign was inaugurated under the direction of Dr. Carol Aronovici, member of the extension school faculty of the University of California. Dr. Aronovici said he found Santa Ana to be almost ideally spread, from a city planning point of view, and that very little work would be required to direct the development in the right channels.

***Orange*** The history of Orange is much the history of Santa Ana in 1926. Due to the extension of the home sections of both of these thriving cities, their boundaries are now but a few miles from actually interlocking. Orange is also a city of attractive homes and tourists remember it because of its splendid plaza drive. A number of substantial textile factories and canning plants are located in Orange. During 1926 a large stretch of new paving was opened up. The enrollment at the Union High School also showed a substantial increase.

Chief among the building activities for the past year has been the erection of the $40,000 gymnasium, the new music hall of the high school, the new church of the Christian Scientists, and the $65,000 social hall of St. John's Lutheran Church now in process of erection.

***Anaheim*** Anaheim, famous for her annual Valencia orange show, does not have to depend entirely upon her golden harvest of citrus fruit for her prosperity, for the city is now the home of several fine industrial plants, including an alcohol refining plant, meat packing-house and several other major commercial organizations.

***Fullerton*** Fullerton, the largest city in Northern Orange county, with a population of 11,254, kept abreast of her sister Orange county cities in 1926 development. There was considerable building in Fullerton this year, including the erection of a new City Hall. The Fullerton Junior College has been described as one of the leading institutions of its kind. New streets were also opened up in Fullerton during the past year, and a new outfall sewer built to the ocean.

***Newport and Balboa Beaches*** Five yacht clubs have headquarters on Newport Bay, and here the largest fleet of fast sailing "Stars" in southern waters, thirty in all, makes its home. All efforts are now being centered on perfecting the entrance to Newport Bay by building another jetty that will enable boats of deeper draft to enter and leave at any tide. Within the past three years the community has undergone a transformation with complete paving and lighting and sewer [illegible] as well as a complete new [illegible]. Over a million a year increase in [illegible] values is here recorded by county [illegible] who base their figures on 30 per [illegible] actual value.

***Huntington Beach*** Hun[illegible]ton Beach must now be classed with the major [illegible] of Orange county because of the [illegible]ments during 1926.

The original oil strike of six years [illegible] having resulted in a drainage of the [illegible] bearing lands near the outskirts, the [illegible] Board of Trustees opened to oil [illegible]ment 100 acres nearer the business [illegible]tion, where now seven wells produce [illegible] barrels a day. Huntington Beach is [illegible]cated directly on the new coast highway and is midway between the two ends of the scenic boulevard. Among the [illegible] provements this year is a new [illegible] union high school.

***Laguna Beach*** Crowding Hun[illegible]ington Beach for honors are the cities of Laguna Beach and Seal Beach.

A few years ago Laguna Beach was known almost entirely as an artists' only, but now it is known as one of the popular watering places on the coast. The new coast highway also runs directly through Laguna Beach, skirting its rugged cliffs on the south to Dana Point, Serra and Capistrano Beach.

***Seal Beach*** In some respects Seal Beach, because of its close proximity to Long Beach, is in an advantageous position. New homes are forcing the boundaries of Seal Beach further and further out and the oil development which has taken place there has added new commercial wealth.

***Garden Grove*** Garden Grove, a city of [illegible], in the center of an agricultural district in which are grown and shipped more than two carloads daily of citrus fruits, nuts, beans, chili peppers, [illegible] sweet potatoes, cabbage and other [illegible] of an approximate value of $3,500,000.

***Brea and Olinda*** Brea and Olinda, in the northern section of the county, voted the year with an election authorizing the creation of a new union high school district, and a new high school building is being built at a cost of $230,000. Property values in this section have also materially increased and the population has shown a gain.

***Hemet*** Hemet, in the San Jacinto valley, is the center of a rich agricultural district. Its principal crops are grapes, alfalfa, barley, beans, fruits and nuts. Hemet has a modern sugar beet dehydrating plant is expected to locate here in the near future. Antelope Valley fruit displayed by Palmdale at the County Fair captured sixty prizes this year.

***Roscoe*** Roscoe is spreading out from a tiny spot in San Fernando Valley to a real business and residential section. A new grammar school was dedicated this year. In the business center a new public market, bakery and other buildings went up, while several new homes have been added to the number of residences. The movie stars, Tom Mix and Jack Hoxie, have holdings here.

***Saugus*** Saugus reflects the consistent gain of population of Southern California the past year with an increase of 40 per cent in the registered voters. The State highway from the Newhall Tunnel to Saugus has been improved and widened with concrete shoulders. New dwellings show a proportionate increase during the past year.

***Newhall*** Newhall, on the west side of San Fernando, shows a gain of 250 in population the past year, which is about 75 per cent. General improvements and buildings show a corresponding gain. The Presbyterian Church is a beautiful new edifice that has been added to the community recently.

***Chatsworth*** Eight palatial homes were built on knolls of the sandstone hills of Chatsworth the past year aside from many other dwellings. Growth is shown in an increased acreage of figs and a new fig preserving plant installed at the Kadota Fig Farms this year. Street improvements include the leveling of Conoga avenue and plans for the immediate paving of Chatsworth and Devonshire roads.

***Zelzah*** Comparatively speaking, Zelzah's population is small at 350, but in percentage of increase during the year 1926 it represents a gain of 100 per cent. Increase in the number of dwellings is proportionate. An $80,000 grammar school was built and put into use the past year. Bank clearings show a steady percentage of gain.

***La Habra*** Besides its agricultural wealth, near-by oil fields are an important pay-roll asset to La Habra. A short paved road to Los Angeles, via Santa Fe Springs, connecting with the American Way over the Ninth-street Viaduct, gives easy access to the metropolis.

***Other Cities*** The development of small farms marked the year in such cities as Buena Park, Cypress, Hanson and Placentia, although the chief support of the latter was the citrus industry. Small farming has become a strong factor in the development of Buena Park and Cypress and that movement is expected to bring new activity to other sections of the county. Placentia is putting through a new $350,000 road-paving district.



# And up



*In the mountains of San Bernardino county is located the [illegible] acre Los Angeles park pic[illegible] above.*

***Redlands*** Oranges are [illegible] bone of Redlands industry, and the citrus growers have enced prosperity this year. Bu[illegible] ings for 1926 are $5,000,000 grea[illegible] last year. Already a city of good[illegible] Redlands is planning developmen[illegible] the new year that will cost hun[illegible] thousands of dollars, including a [illegible] school auditorium to cost $375,00[illegible] new University of Redlands bui[illegible] cost $200,000.

Redlands has retained its title[illegible] the last year as the largest oran[illegible] ducing and shipping point in the[illegible] with 6000 carloads leaving its two[illegible] packing-houses for eastern and [illegible] markets.

Redlands' accessibility is improv[illegible] siderably by recent completion of t[illegible] lands-Colton unit of the State h[illegible] This highway leads to Redland[illegible] limits, throwing open a new art[illegible] shipping and transportation. Th[illegible] also is on the main line of the So[illegible] Pacific and on a loop of the Sa[illegible] and Union Pacific.

***Ontario*** Ontario's nine ind[illegible] with a monthly pay [illegible] nearly $400,000 have thrived and ex[illegible] during the year, adding to the growth and wealth.

Besides being the center of [illegible] Southern California's most extensive [illegible] districts, Ontario's outlying districts [illegible] hundreds of acres in vineyards and [illegible] are grape-packing plants and w[illegible] which aid the city's industry.

With 6000 cows producing 13,000 g[illegible] of milk daily within a radius of ten [illegible] of the city, Ontario's importance [illegible] dairying center is developing sp[illegible] Poultrymen also are progressing [illegible] vicinity of the city and a recent c[illegible] revealed the fact that Ontario now [illegible] distribution center for the produc[illegible] more than 75,000 laying hens.

San Antonio Canyon, a great na[illegible] park with its many delightful mou[illegible] resorts, lies north of Ontario. [illegible] Baldy, with its modern hotel and b[illegible] low cabins, probably is best known o[illegible] resorts, taking its name from Mt. [illegible] Antonio, or "Old Baldy," which rises [illegible] feet and stands sentinel above the [illegible]

***Yucaipa*** Deciduous fruit cultu[illegible] practiced under favo[illegible] conditions in the Yucaipa district a[illegible] elevation of 1300 to 4000 feet, where [illegible] annual Yucaipa Apple Festival is an e[illegible] which is noted as one of the Southla[illegible] leading community expositions. Yuc[illegible]

# And up to the Broad Mountain Playgrounds—



*In the mountains of San Bernardino county is located the 5000-acre Los Angeles park pictured above.*



*Thousands are employed packing San Bernardino county's $12,000,000 orange and lemon crop.*

## SAN BERNARDINO

SAN BERNARDINO COUNTY'S resources may be classified into four distinct divisions. In the San Bernardino Valley one-third of the nation's citrus fruit crop is grown; on the Mojave Desert one-fifth of California's minerals are produced annually; in the west end of the valley are the vineyards, deciduous fruit orchards and agricultural lands, and in the cities are industries that provide employment for the thousands whose prosperous and distinctive homes enhance the beauty of the communities.

The citrus industry comprises 48,000 acres of choice oranges, lemons and grapefruit. The valley's crops also include an annual yield of $5,000,000 in grapes from the 26,000 acres of vineyards, and deciduous fruits valued at approximately $10,000,000 yearly. In addition there are model farms, poultry ranches and in the west end of the valley near Chino extensive dairy industries. The valley's crop basket, all in all, brings a return of $30,000,000 yearly—a background against which all industries are operated.

The desert, covering nearly three-fourths of the county's area, is not without its economic worth. From the mines in the district $14,179,000 in minerals were extracted last year.

Along the Mojave River, where water for irrigation is obtainable, there are farms producing heavy crops of alfalfa, apples and pears.

In the mountains are thousands of summer homes. At Lake Arrowhead is a $10,000,000 resort project. The famed 101-mile "Rim-of-the-World" Drive, a State highway, winds its way across the crest from San Bernardino to Big Bear Valley and descends through Mill Creek Canyon into Redlands. Along the road are Pinecrest, Fredalba, Green Valley and Big Bear Valley, all resort projects.

***San Bernardino*** Located geographically in the center of the valley, San Bernardino is a progressive city of 38,000 population, with industry, agriculture and commerce as its activities.

In the city are the $12,000,000 Santa Fe Railway shops employing 2500 skilled craftsmen; the extensive yards of the Santa Fe and Union Pacific railways; shops of the Pacific Electric interurban railway, and in all eighty-seven permanent industrial plants of every nature.

In the business district of the city within the past year nearly $2,000,000 has been invested in new structures, including a five-story business block, a two-story block, a six-story hotel costing $750,000, and under construction is the county's new $600,000 Courthouse. The Courthouse will be one of the Southland's model civic structures. The building permits passed the $4,000,000 mark in 1926. In the last five years the building permits leaped from $1,000,000 to $4,000,000 annually—this including hundreds of beautiful homes.

There are five banks, two building and loan companies and three mortgage loan corporations with combined resources of $20,000,000.

Within the year the residents voted a $785,000 bond issue to finance a five-year school building program. In September a $485,000 bond issue to erect the new San Bernardino Valley Junior College was voted by a 20-to-1 majority. The college is under construction on a site midway between San Bernardino and Colton.

In the city there are twenty-five schools with a total enrollment of 9000. There are twenty-one churches.

The incorporated area of the city was nearly doubled by a series of annexations. The city owns its municipal water system with a watershed in the mountains, assuring plenty of water for a city of 100,000 population.

In the city are beautiful parks, a greater mileage of paved streets than any city of corresponding population in the State, and thousands of beautiful homes. In Pioneer Park is a $500,000 auditorium for civic gatherings.

San Bernardino is the home of the National Orange Show, an annual display of citrus fruits which attracts 300,000 people from all States. The show organization owns its own $200,000 building and parking acreage for 3000 automobiles.

***Redlands*** Oranges are the backbone of Redlands industry, and the citrus growers have experienced prosperity this year. Bank clearings for 1926 are $5,000,000 greater than last year. Already a city of good schools, Redlands is planning development during the new year that will cost hundreds of thousands of dollars, including a new high school auditorium to cost $375,000 and a new University of Redlands building to cost $200,000.

Redlands has retained its title during the last year as the largest orange producing and shipping point in the world, with 6000 carloads leaving its twenty-one packing-houses for eastern and foreign markets.

Redlands' accessibility is improved considerably by recent completion of the Redlands-Colton unit of the State highway. This highway leads to Redlands' city limits, throwing open a new artery for shipping and transportation. This city also is on the main line of the Southern Pacific and on a loop of the Santa Fe and Union Pacific.

***Ontario*** Ontario's nine industries with a monthly pay roll of nearly $400,000 have thrived and expanded during the year, adding to the city's growth and wealth.

Besides being the center of one of Southern California's most extensive citrus districts, Ontario's outlying districts have hundreds of acres in vineyards and there are grape-packing plants and wineries which aid the city's industry.

With 6000 cows producing 18,000 gallons of milk daily within a radius of ten miles of the city, Ontario's importance as a dairying center is developing speedily. Poultrymen also are progressing in the vicinity of the city and a recent census revealed the fact that Ontario now is the distribution center for the products of more than 75,000 laying hens.

San Antonio Canyon, a great natural park with its many delightful mountain resorts, lies north of Ontario. Camp Baldy, with its modern hotel and bungalow cabins, probably is best known of the resorts, taking its name from Mt. San Antonio, or "Old Baldy," which rises 10,080 feet and stands sentinel above the city.

***Yucaipa*** Deciduous fruit culture is practiced under favorable conditions in the Yucaipa district at an elevation of 1500 to 4000 feet, where the annual Yucaipa Apple Festival is an event which is noted as one of the Southland's fine community expositions. Yucaipa was in the pioneer stage a decade ago, but its fields of waving grains have been transformed into 6000 acres of orchards of productive deciduous trees and prosperous homes. Yucaipa is eight miles from Redlands and is readily reached over wide, paved boulevards.

***Upland*** Distinctively a city of homes which are happy under superior climatic conditions and educational advantages, Upland has concentrated beauty and a few square miles of pretty avenues, well-kept lawns and gardens and excellent civic features, including a good hospital and a junior college. This city, recognized as one of the finest in the San Bernardino Valley, has enjoyed a substantial and consistent growth for several years, and 1926 has been its most prosperous.

***Cucamonga, Etiwanda*** Cucamonga's derivation from an Indian name meaning many waters is significant, inasmuch as perfection of irrigation has made this district, with Etiwanda and Alta Loma near by, as prolific a citrus and grape-growing region as is to be found.

Cucamonga ranks seventh on the entire Santa Fe system in tonnage of farm products shipped. It is one of the oldest agricultural communities in the San Bernardino Valley, with a population of 3000 and enviable record for soil productivity.

***Colton*** Colton is the industrial city at the crossroads of Inland Southern California, the home of the California Portland Cement Company, Pacific Fruit Express Company, the distribution point of eight large oil companies, the Globe Mills and many smaller industries. It is served by the main lines of all railroads entering Southern California. The new San Bernardino Valley Junior College will be located between Colton and San Bernardino, and a new park is being built as a memorial center.

***Rialto, Bloomington*** Set amid verdant orange groves almost in the shadow of the Sierra Madre range is Rialto, a home city with favorable climate and a wide diversity of resources. Bloomington enjoys the same advantages and shares in Rialto's prosperity.

Business buildings are modern in character and have kept pace with the communities' growth. There are several strong banks and a score of mercantile institutions. Small farmers have come to this district recently in great numbers.

***Chino*** Agriculture and dairying give Chino prominence in the San Bernardino Valley. Dairying is the leading industry, with an annual cash return to the district of $2,000,000. There are a score of profitable crops raised, with walnuts, peaches, grain, hay, alfalfa and apples at the top of the list.

***Fontana*** Fontana constitutes the largest diversified farm in the world. Citrus and deciduous fruits, grape vineyards, hundreds of poultry plants and the largest hog ranch in the world have combined to increase the population from 2400 in the spring of 1925 to close to 4000 at the present time.

Visitors from foreign countries and government officials visit Fontana to study the conduct of this unusual community.

***Highland*** Queen of the famous navel orange belt, Highland is the center of a vast citrus-growing area in which orange trees attain unusual size and the fruit is renowned for its flavor. It is the gateway to the famous Rim-of-the-World resort region.

# South Through the Land of Native Palms—



# RIVERSIDE COUNTY

SIXTY years ago the area that is now Riverside county was a barren desert of sagebrush and sand. Today, through the efforts of the pioneers and those who followed them, it is a fertile garden of fruit and flowers.

Conservative estimates of the County Chamber of Commerce place returns from the agricultural and mineral production of the county during the last twelve months at $30,925,000, an increase over the previous year of more than $1,500,000. Within this area of 4,500,000 acres, citrus and deciduous fruits of virtually every variety compete with cotton and its by-products in adding to the undeniable prosperity of its ranchers. Here at least forty different crops are raised, bringing in returns of from $10,000 to $10,000,000 a year each.

Citrus products led with total returns last year of approximately $10,000,000, the largest crop for more than a decade having been harvested.

Alfalfa was next in importance, with returns of more than $4,000,000. About 30,000 acres are devoted to this crop, with more being added yearly. Plans are under way at present which will convert 5000 barren acres in the Moreno Valley into irrigated land, and it is expected that most of this acreage will be devoted to alfalfa production.

Riverside county is rapidly advancing in cotton culture, particularly in the Perris and Palo Verde valleys, where 21,000 acres were devoted to this crop last year, with returns of about $3,000,000. Cotton has done well here in every section where its culture has been attempted. Only the Acala variety is produced here, last year more than 23,000 bales.

Poultry raising, attempted seriously here little more than ten years ago, has been so successful that the past year saw 188 plants, with capacities varying from 500 to 50,000 fowls, established. The value of this industry during the last twelve months is estimated at $2,500,000.

Other crops raised here successfully, and their approximate values during the last year, follow: Dairy products, $1,800,000; apricots and peaches, $1,250,000; beef, pork and mutton, $1,000,000; oranges, $1,000,000; grain, $750,000; grapes, $500,000; potatoes, $340,000; almonds and walnuts, $300,000; honey, $250,000; melons, tomatoes and lettuce, $400,000; corn and sorghums, $200,000; apples, $200,000; cherries, $150,000; dates, $125,000; pears, plums and prunes, $110,000; miscellaneous, $250,000.

The mining industry brought into this section last year an income of $7,000,000, with cement and clay products leading the list of minerals. The largest mineral industry in the county is at Crestmore, where daily are turned out thousands of sacks of Portland cement. Building materials of a dozen different kinds are produced at Alberhill, where the Los Angeles Pressed Brick Company maintains its principal plant.

In San Jacinto, thirty miles east of Riverside, there are several mines where silica, arsenic, graphite and Fuller's earth are produced. One of these mines, the Hotchkiss Brothers,' last year produced silica valued at more than $300,000.

Immense deposits of gypsum are found in the Palo Verde Valley, the ore averaging 99 per cent pure. When transportation facilities into the mountains surrounding this valley are provided, gypsum production is expected to become one of the major industries of this section. Almost every conceivable climatic condition may be encountered in Riverside county, which ranges in altitude from 178 feet below sea level to 11,000 feet above. The lowest point in the county and in the United States is near the Salton Sea, 178 feet below the level of the ocean. San Jacinto Peak, only sixty miles away from the Salton Sea by airline, is the highest point in the county, and this pine-studded summit is never free from its cap of snow. But between these two extremities of altitude, for every step upward there is some flower, fruit or vegetable that is at home in its native climatic condition.

Three transcontinental railroad lines, the Santa Fe, Union Pacific and Southern Pacific, traverse the county. In addition, there are several stage lines in operation, whereby the tourist may obtain comfortable transportation to even the remotest section of the county. The Pacific Electric interurban lines provide convenient and rapid transportation to Los Angeles and the various beaches.

### *Riverside*

Riverside, the county seat, with a population of 32,000 persons, is the largest city in the county. Here is located the famous Mission Inn, to which another addition is being built this year; Mount Rubidoux, noted for its Easter sunrise services, and the parent navel orange tree, the ancestor of California's orange industry. While Riverside is essentially a city of homes, it has an industrial pay roll of more than $4,000,000 yearly, and is slowly gaining in manufacturing eminence.

Its school system is excellent, but the rapid growth of the community has necessitated additional educational facilities, so last October a $3,000,000 bond issue was passed, its proceeds to be used for the construction of additional elementary buildings, two new junior high schools, and an extra junior college building. To its school facilities the new Riverside Military Academy was added this year.

Construction is now proceeding on the new Santa Fe Railway Station, and the municipal auditorium and soldiers' memorial, which, when completed, will represent an investment of more than $200,000. It is in this structure that Riverside will entertain the district convention of Lions' clubs next June.

### *Corona*

Corona, twelve miles southeast of Riverside, is next in importance. This city, with a population of 6300, is the largest lemon-raising community in California, shipping 1100 carloads annually. It also boasts a lemon by-products plant, where each year more than 20,000 tons of cull fruit are processed for their chemical content. A new railway station is under construction here this year.

### *Other Cities*

Among the other cities and towns of the county are Elsinore, with a population of 2500, the home of the Elsinore Mineral Springs, where each year thousands of Californians come in quest of health; Arlington, a suburb of Riverside, the center of the poultry industry; Blythe, where 40,000 acres are devoted to the culture of cotton, grapes and alfalfa; Perris, the hub of a great general farming territory; Highgrove, Riverside suburb, noted chiefly for its citrus, and Nuevo, where deciduous fruits and potatoes are raised in great abundance.

### *Coachella Valley*

Three-quarters of a million pounds of dates were produced and marketed in that district during 1926. Several hundred cars of table grapes from this section were marketed in eastern cities prior to July 15, and considerable shipments of early vegetables were dispatched to Pacific Coast cities, netting rich returns to the grower.

Thirteen hundred cars of Bermuda onions and 3000 bales of Acala cotton with 400 tons of pure planting seed complete the list of major crops for this section.



*Palm Springs, a national monument, is in Riverside county, where the cultivation of date palms has become a great industry. Above is the Mission Inn at Riverside.*

## ELEVATIONS IN SOUTHERN CALIFORNIA

| | | | | | |
|---|---|---|---|---|---|
| Alessandro | 1518 | El Cajon | 453 | Mt. Whitney | 14,501 |
| Alpine Tavern | 5000 | El Centro | —10 | Mt. Wilson | 5886 |
| Altadena | 1550 | El Monte | 294 | Murietta | 1057 |
| Anaheim | 150 | El Toro | 446 | Needles | 477 |
| Arrowhead Springs | 3000 | Elsinore | 1300 | Nelile | 5350 |
| Atascadero | 837 | Echo Mountain | 3500 | Nenach | 2925 |
| Avalon | Coast | Escondido | 657 | Niland | —120 |
| Azusa | 540 | Fairmont | 3047 | Ojai | 500 |
| Bagdad | 784 | Famosa | 416 | Ontario | 1000 |
| Bakersfield | 404 | Fontana | 1325 | Orange | 197 |
| Banning | 2359 | Fresno | 292 | Oudick | 147 |
| Barstow | 2105 | Fullerton | 138-150 | Pacoima | 1570 |
| Bear Valley Dam | 6700 | Garden Grove | 93 | Pasadena | 835 |
| Beverly Hills | 300 | Garyanza | 656 | Paso Robles | 800 |
| Big Creek | 5000 | Glendora | 747 | Perris | 1456 |
| Berkeley | 317 | Glendale | 428-1200 | Pomona | 857 |
| Bishop | 4480 | Glenn Ranch | 3256 | Porterville | 464 |
| Blythe | 263 | Gray Mountain | 3000 | Redlands | 1356 |
| Benita | 110 | Greenland Ranch | —178 | Red Bluff | 307 |
| Brawley | 105 | Hemet | 1591 | Rialto | 1201 |
| Bridgeport | 6400 | Hesperia | 3134 | Riverside | 851 |
| Beverly | 400-500 | Holcomb | 7800 | Sacramento | 71 |
| Burbank | 616 | Hollywood | 250-500 | San Diego | 1—400 |
| Camp Baldy | 5850 | Holtville | 12 | Salton Sea (bottom) | —287 |
| Camp Benita | 2000 | Highland | 1310 | San Bernardino | 1054 |
| Camp Iron Forks | 3270 | Huntington Park | 475-700 | San Dimas | 941 |
| Camp Rincon | 1700 | Independence | 3907 | San Gabriel | 500 |
| Camp Sturdevant | 3300 | Indio | —20 | San Jacinto | 1550 |
| Campo | 2590 | Imperial | —68 | Santa Ana | 137 |
| Calexico | 0 | Imperial Junction | —127 | Santa Anita (Forest st.) | 1800 |
| Cahilla | 2600 | La Verne | 1041 | Santa Monica | 100 |
| Chino | 725 | Lemon Cove | 600 | Santa Paula | 295 |
| Claremont | 1200 | Lick Observatory | 4209 | Seven Oaks | 5000 |
| Coachella | —50 | Littlelands | 2000 | Sierra Madre | 525-1400 |
| Colton | 977 | Lone Pine | 3728 | South Pasadena | 455 |
| Corcoran | 251 | Los Angeles | 293 | Squirrel Inn | 5280 |
| Corona | 615 | Maywood | 168 | Sterling (Imperial) | 257 |
| Cuyamaca | 4671 | Mecca | —185 | Sherman | 250 |
| Death Valley (lowest surveyed by United States Geological Survey latter Sept. 21, 1921) | —276 | Mojave | 2761 | Tahoe | 6230 |
| | | Monrovia | 494 | Thermal (Imperial) | —121 |
| Lowest estimated | —338 | Mt. Lowe | 5000 | Torrance | 80 |
| Downey | 110 | Mt. Lowe Observatory | 5420 | Upland | 1212 |
| Duarte | 497 | Mt. San Antonio (Baldy) | 10,080 | Valyermo | 3750 |
| Eagle Rock | 600 | Mt. San Bernardino | 10,630 | Victorville | 2712 |
| East Pasadena | 795 | Mt. San Jacinto | 10,805 | Whittier | 290-500 |
| | | Mt. San Gorgonio | 11,485 | Yosemite | 3980 |
| | | Mt. Tamalpais | 2378 | Yucaipa | 1800-4000 |

## PRODUCTS OF

(United States and State Depar... United States C...

| County— | —Total Acreage—January 1, Deciduous fruits | Citrus fruits | Nuts |
|---|---|---|---|
| Fresno | 54,978 | 2,080 | 500 |
| Imperial | 390 | 2,050 | ... |
| Inyo | 2,125 | ... | 1 |
| Kern | 9,795 | 1,345 | 271 |
| Kings | 32,417 | ... | 30 |
| Los Angeles | 23,519 | 59,944 | 37,183 |
| Orange | 1,155 | 84,997 | 15,200 |
| Riverside | 32,290 | 28,288 | 4,434 |
| San Bernard'o | 22,381 | 43,706 | 3,931 |
| San Diego | 10,129 | 11,448 | 1,350 |
| San Luis Obis | 14,661 | ... | 33,734 |
| Santa Barbara | 1,634 | 1,753 | 6,188 |
| Tulare | 59,144 | 48,169 | 2,083 |
| Ventura | 12,739 | 19,815 | 18,413 |

### *Hemet*

Lying in the center of a vast area of alfalfa ranches and apricot groves is Hemet, thirty miles west of Riverside, with a population of 3000 persons. In all, there are 27,000 acres under cultivation in the immediate vicinity of Hemet. San Jacinto is three miles north of Hemet, has a population of 2500, and is noted for its dairy industry.

### *Beaumont, Banning*

Beaumont and Banning, the sister cities of Riverside county, are notable chiefly for their cherry production. Seven hundred acres are devoted to this crop in the neighborhood of the two communities, and a number of packing-houses have been erected to handle the production.



*The Naval Training S... the shore of San Dieg... Above, a view in San... beautiful Balboa Park, ... a recent view in the ... district of San Di...*

### *San Diego*

In the ... 1920 to ... lation of San Diego has in... less than 35,000 to more t... building permits have soared ... 000 to $20,000,000; bank d... jumped from $29,000,000 to ... valuation of assessed prop... creased from $83,000,000 to ... $150,000,000.

Seven years ago there we... main-line steamship compani... the Port of San Diego; toda... served by twenty-one.

Gas and electric meters ha... 100 per cent increase.

Bank debits for the first se... of this year totaled $460,206,... same period in 1925 they to... 363,000.

The United States governme... the harbor the home port of ... 100 warships, and the broad ... North Island has been proved ... for the training of army and na... Millions have been spent by ... ment in war training activities ... millions more have been appro... further development of San ... naval base.

Here also the government ... lished a marine base and an ... naval training station. A great ... pital in Balboa Park overlooks ... and ocean and stands on a sit... to the government by San Die...

Business at San Diego Harbo... totaled $35,361,684, a growth of ... per cent since 1921. Permane... ments of Army and Navy, inc... velopment this year, total ... $36,000,000, with annual expen... San Diego for pay roll and s... approximately $20,000,000. No... has been selected by the gover... the site of a new $50,000,000 dir...

During the last year San Diego ... tered all previous construction re... even with the building permit ... over $20,000,000 for 1926, the bu... tivity has been barely able to ...

# Palms—



...ge, a national monu... in Riverside county, ... cultivation of date ... become a great indus... ...e is the Mission Inn ...t Riverside.

... mutton, $1,000,000; onions, ...n, $750,000; grapes, $500,... $340,000; almonds and wal... honey, $250,000; melons, ...ettuce, $400,000; corn and ...,000; apples, $200,000; cher... dates, $125,000; pears, ...es, $110,000; miscellaneous.

... industry brought into this ...ar an income of $7,000,000. ...nd clay products leading ...erals. The largest mineral ...e county is at Crestmore, ...e turned out thousands of ...nd cement. Building ma... ...en different kinds are pro... ...hill, where the Los Angeles ... Company maintains its

...to, thirty miles east of ... are several mines where ...graphite and Fuller's earth ... One of these mines, the ...here,' last year produced ... more than $300,000.

...osits of gypsum are found ...erde Valley, the ore aver... ...ent pure. When transpor... ... into the mountain regions ...in valley are provided. ...ion is expected to become ... industries of this section. ...conceivable climatic condi... ...encountered in Riverside ...anges in altitude from 245 ... level to 11,000 feet above. ...t in the county and in the ... near the Salton Sea, 245 ... level of the ocean. San ...nly sixty miles away from ... by airline, is the highest ...nty, and this pine-studded ... free from its cap of snow. ...se two extremities of alti... ...tep upward there is some ...vegetable that is at home ...matic condition.

...ontinental railroad lines, ...ision Pacific and Southern ... the county. In addition, ...al stage lines in opera... ...e tourist may obtain con... ...rtation to even the re... ...f the county. The Pacific ...ban lines provide conveni... ...ansportation to Los Ange... ...ious beaches.

...ying in the center of a ...hat area of alfalfa ranches ...es is Hemet, thirty miles ...de, with a population of ... In all, there are 37,000 ...tivation in the immediate ...et. San Jacinto is three ...lemet, has a population of ...ed for its dairy industry.

Beaumont and San... ...ning, the sister cities ... of Riverside county, ... are notable chiefly for ...duction. Seven hundred ...n to this crop in the neigh... two communities, and a ...cking-houses have been ...le the production.



# To the Air and Naval Base of San Diego—



*The Naval Training Station on the shore of San Diego Harbor. Above, a view in San Diego's beautiful Balboa Park. Below is a recent view in the business district of San Diego.*



## San Diego

In the period from 1920 to date, the population of San Diego has increased from less than 85,000 to more than 140,000; building permits have soared from $3,500,000 to $20,000,000; bank deposits have jumped from $29,000,000 to $75,000,000; valuation of assessed property has increased from $83,000,000 to more than $150,000,000.

Seven years ago there were only four main-line steamship companies calling at the Port of San Diego; today the city is served by twenty-one.

Gas and electric meters have shown a 100 per cent increase.

Bank debits for the first seven months of this year totaled $460,206,000; for the same period in 1925 they totaled $376,-863,000.

The United States government has made the harbor the home port of more than 100 warships, and the broad expanse of North Island has been proved an ideal site for the training of army and navy aviators. Millions have been spent by the government in war training activities here, and millions more have been appropriated for further development of San Diego as a naval base.

Here also the government has established a marine base and an extensive naval training station. A great naval hospital in Balboa Park overlooks city, bay and ocean and stands on a site tendered to the government by San Diego citizens.

Business at San Diego Harbor last year totaled $35,261,684, a growth of nearly 100 per cent since 1921. Permanent investments of Army and Navy, including development this year, total more than $30,000,000, with annual expenditures in San Diego for pay roll and supplies of approximately $20,000,000. North Island has been selected by the government for the site of a new $50,000,000 dirigible base.

During the last year San Diego has shattered all previous construction records, but even with the building permit total well over $20,000,000 for 1926, the building activity has been barely able to keep pace with the city's rapidly growing residential, commercial and industrial requirements.

More than thirty subdivisions were opened and placed on the market in the last twelve months and the business district has been improved by the erection of more than ten magnificent buildings, the latest of which, the new J. D. Spreckels Building, represents an investment of about $2,500,000. Among other buildings under construction are the Carteri bungalow court, costing $100,000; hotel building on A street, costing $2,000,000; California Building and theater, $400,000; Benbough Building, $200,000; Y.W.C.A., $175,000; San Diego Athletic Club, $500,000, and the San Diego Trust and Savings Bank, $1,000,000. Other buildings are planned.

Activity in Coronado has induced Spreckels interests to announce the erection of a $2,000,000 cantilever bridge. A site in San Diego for a new State college costing $2,000,000 will soon be voted.

More than $3,500,000 has been invested in city home sites in Point Loma during the last fiscal year. The Encyclopedia Americana states that Point Loma offers one of the three finest views in the world.

Nearly two miles of water-front property is owned by the Chamber of Commerce and is offered for sale for industrial purposes at prices far below those of similar properties.

## PRODUCTS OF COUNTIES

(United States and State Departments of Agriculture—United States Census.)

| County— | —Total Acreage—January 1, 1925— Deciduous fruits | Citrus fruits | Nuts | Grapes | Other principal crops |
|---|---|---|---|---|---|
| Fresno | 64,975 | 2,630 | 500 | 223,250 | Hay, cotton, wheat |
| Imperial | 300 | 2,950 | ... | 6,942 | Vegetables, cotton, hay, barley, melons |
| Kern | 2,126 | ... | 1 | 126 | Hay |
| Kern | 9,765 | 1,348 | 271 | 26,602 | Cotton, melons, vegetables, hay, wheat, barley |
| Kings | 12,417 | ... | 20 | 17,807 | Wheat, hay, barley, cotton |
| Los Angeles | 23,519 | 59,998 | 37,185 | 6,870 | Vegetables, hay, sugar beets, beans |
| Orange | 1,155 | 44,697 | 15,293 | 225 | Hay, beans, barley, sugar beets, vegetables |
| Riverside | 22,290 | 25,283 | 4,494 | 7,479 | Hay, barley, cotton, wheat, vegetables |
| San Bernardino | 23,951 | 43,766 | 2,991 | 34,964 | Hay |
| San Diego | 10,139 | 11,446 | 1,280 | 2,163 | Vegetables, hay, barley, wheat, beans |
| San Luis Obis. | 14,881 | ... | 23,734 | 1,741 | Hay, wheat, barley, sugar beets |
| Santa Barbara | 1,836 | 1,753 | 6,298 | 276 | Hay, beans, sugar beets, barley, oats, vegetables |
| Tulare | 59,144 | 40,148 | 2,024 | 90,642 | Hay, cotton |
| Ventura | 12,780 | 10,815 | 18,613 | 489 | Hay, sugar beets, vegetables, beans |

# SAN DIEGO COUNTY

SAN DIEGO COUNTY extends eastward from the Pacific Ocean approximately sixty miles, and has a coast line of seventy miles, extending northward from the Mexican boundary. It contains, in round numbers, 4200 square miles—an area almost as great as that of Connecticut.

The land rises gently from sea level to heights of more than 5000 feet, at a distance of sixty miles from the coast. From this crest the land to the east drops rapidly to the level lands of Imperial Valley. The arable portions of the county are divided into a series of terraces, or plateaus. The lower, or coast terrace, comprises a number of valleys with intervening mesas. Next comes a series of large and beautiful valleys at an elevation of from 400 to 500 feet. The third terrace has an altitude of from 1000 to 2500 feet, and is broken into numerous small intervening valleys, nooks and glens. The rest of the territory is mountainous. The entire tillable land is estimated by the government to be more than 500,000 acres.

The various elevations afford climatic conditions of both the semitropics and temperate zones, and consequently a great variety of agricultural products are grown.

San Diego county ranks third in California in the production of lemons. The principal citrus districts are El Cajon, Chula Vista, Lemon Grove, Escondido and Fallbrook. The Escondido and El Cajon districts lead in orange production. The acreage devoted to grapefruit is small. The principal grape-producing sections are the Escondido, El Cajon and Poway valleys, nearly 10,000 acres being given over to vineyards.

A network of splendid roads and paved highways spreads over the county, centering on the city of San Diego.



## San Diego's Back Country

In proportion with the growth of the city has been the rapid progress made in San Diego's back country. La Mesa, El Cajon, Ramona, Lakeside, Fallbrook and Julian, together with the Vista district, all have increased steadily in population and have advanced rapidly in agricultural development. National City and Chula Vista to the south have enjoyed an era of building activity surpassing anything in their previous histories, and products for which the two communities are famous, such as lemons, celery and poultry, have shown an appreciable gain.

Escondido, situated in the northern part of San Diego county, about thirty-five miles from San Diego and twenty miles from the coast, shipped 360 carloads of lemons, ninety-six carloads of oranges and 200 carloads of grapes this year.

Grossmont, a suburban residential district located twelve miles east of San Diego on the Old Spanish Trail, comprises an area of approximately 1000 acres, covering two distinct mountains, one known as Grossmont and the other Mt. Helix. A beautiful lake is now under construction between Grossmont and Helix. Good roads are already in, gas, water and electricity available, and all roads to be paved in the near future.

A great many celebrities have homes on Grossmont, among them being Owen Wister, Carrie Jacobs Bond, Havrah Hubbard and Mme. Schumann-Heink. Mme. Gadski and Teresa Carreno both have villa sites. On the summit of Mt. Helix is located the beautiful Mt. Helix Nature Theater, where annual Easter sunrise services are held, as well as a great many musical programs throughout the year.

## The Coast

Along the coast Cardiff, Encinitas and Carlsbad have created new records for production of winter vegetables and avocados, and with this gain in yield has come a sturdy growth in population. Building at La Jolla has been active in the past year with many projects completed and others under way. Del Mar, too, has prospered, as has Pacific Beach, where soon the $600,000 Trouville Club will be started. The drive along the coast north of San Diego is famed for its beauty.

# And Imperial's Winter Garden of America—





*Packing melons for America in Imperial county, where 35,000 acres are devoted to this crop. Cotton (above) is also grown here where miles of irrigation canals (below) provide ample water.*

## IMPERIAL COUNTY

IMPERIAL VALLEY property owners have looked forward for many years to the time when Colorado River waters would be controlled by a dam at Boulder Canyon or some other point, accomplishing the double purpose of removing flood menace and assuring an ample supply of water for a greatly increased acreage.

That the construction of such a dam will be the signal for a new era of development in all of the Lower Colorado River Basin, and particularly in Imperial Valley, can hardly be doubted by those acquainted with the natural resources of this great desert empire that has as yet been only partially reclaimed.

Imperial Valley has remained a "white spot" on the business map throughout the greater part of 1926, and justly so.

More than 45,000 acres of land, which have lain idle much of the time since the break in agricultural prices in 1919 and 1920, have been restored to cultivation, partly through the arrival of new settlers and the bringing in of added capital, and partly due to the extension of the $2,500,000 drainage system that has been under construction for four years.

While new development and more intensive cultivation have taken place to a marked degree in the country districts, the growth of the towns has been even more pronounced.

New private and public buildings to the value of over $1,200,000 have been constructed in the cities of El Centro, Calexico and Brawley, while the smaller towns of Holtville, Imperial, Calipatria and Westmorland have added $200,000 more to the total.

The report of the county horticultural inspector discloses the fact that plantings of fruit trees and vines have increased enormously. During the year 81,855 grapefruit trees, 6007 citrus trees of other varieties, 20,000 citrus buds, 2281 apricot trees, 146,264 grape vines, 192,024 strawberry plants and 356,607 asparagus roots were brought in for planting.

Many highway improvements in the valley and leading to it have been completed or started during the year, the most important of these being the replacing of the plank road across the sand hills on the transcontinental route into the valley with twenty-foot macadam paving. Other road projects included gravel highway connections leading from the eastern limits of the valley through Holtville to El Centro, a gravel road from Imperial to Brawley, a new surfaced highway from Brawley to Westmorland (now under construction,) and the starting of a thirty-eight-mile pavement, extending across the valley from east to west by way of Calexico. This is to be completed before next summer.

Many large land sales have been reported during the year, well-improved acreage selling at from $125 to $200 an acre. The majority of these deals were stimulated by the belief that the construction of a storage dam in the Colorado River will double the present values.

***Calexico*** The growing importance of Calexico as the gateway city between California and the northern district of Lower California, Mexico, is indicated by the fact that 10,400,000 persons crossed the international boundary at this point during the last fiscal year.

Exports into Mexico for the last fiscal year amounted to $4,914,000, an increase of $643,000 over the previous year, while imports into the United States totaled $4,713,000.

The combined population of the twin cities of Calexico and Mexicali, situated on the two sides of the international boundary at this point, is now estimated at 19,000, giving it rank as the second largest center of population in the Lower Colorado River Basin.

Calexico citizens have invested $12,000 in a golf course and clubhouse during the past year, and the American Legion post is now erecting a $22,000 civic auditorium.

The most important project undertaken by Calexico and the south end of Imperial Valley this year is a $635,000 road program that is now under construction. The new highway will connect with the transcontinental route on the east side of Imperial Valley, parallel to the boundary via Calexico and join the San Diego highway at Seeley on the west side of the valley.

***Imperial*** Imperial Valley's oldest town has made distinct strides forward during 1926, brought about largely by the location of the main offices of the Imperial Irrigation District in its center. The removal of these offices to Imperial has given it a permanent pay roll of from $6000 to $8000 monthly, and has contributed to its prosperity.

Through the establishment of a well-equipped airport adjacent to the city early this year, Imperial has assumed the position of aerial headquarters for Imperial Valley, and planes crossing along the southern transcontinental route stop here regularly.

***Calipatria*** Located in the northern end of Imperial Valley near the shores of Salton Sea, this comparatively new city has gained fame among California sportsmen as the center of a duck hunters' paradise. Thousands flock here from the coast districts each year to enjoy the fine shooting that is to be had during the duck season.

Calipatria's real wealth, however, comes from a large acreage of productive cotton and grain land that surrounds it, and from the stock-feeding industry that thrives in the northern part of Imperial Valley.

It is an important ginning center, has a big cottonseed oil mill, and ships thousands of bags of grain annually.

***Holtville*** Until the past year Holtville has been known mainly as the center of the dairying industry in Imperial Valley. Shipments of cantaloupes, lettuce and peas during 1926 indicate that this city in the rich east side of Imperial Valley expects to make a strong bid for first rank as a winter vegetable-growing center as well.

Holtville is located on the transcontinental highway at the eastern gateway to the valley, and the tourist travel into this city is rapidly becoming an important asset to it. Through the erection of a new hotel and community service station Holtville is planning to take advantage of its opportunity. Thousands of motorists from Arizona and eastern points now pass through here each month—and Holtville extends a cordial welcome to all.



***Westmorland*** This is the watermelon capital of Imperial Valley, evidenced by the fact that nearly half of the 4800 cars of melons shipped from the valley during the past year came from the Westmorland section. Soil and climatic conditions mature the watermelons earlier than in other sections of the valley, and during the height of the season in June and July the luscious red-meated Angelenos and Chileans roll out by the trainload.

***Brawley*** Evidence of the growing importance of Brawley, both as the business center of the north half of Imperial Valley and as a point of interest along the main transcontinental highway to Los Angeles, is furnished in the fact that two new hotels representing an investment of over $400,000 have been under erection during the past year.

In addition to these improvements work has been started on a beautiful new Elks Club building and an American Legion clubhouse, representing a combined cost of nearly $100,000 when completed.

A new cottonseed oil mill, handling seed from the cotton-growing district adjacent to it, has been put in operation during the year, and the Southern Pacific company has announced plans for the construction of a substantial new railroad station.

Imperial Valley's Midwinter Fair, held in Brawley each year, is adding to the fame of this rich little city because of the wonderful diversity of fresh products displayed here in December, when the greater part of the United States is under snow.

The display of Imperial and Coachella-grown dates at this exposition each season is said to be the most remarkable showing of its kind to be found anywhere in the world.

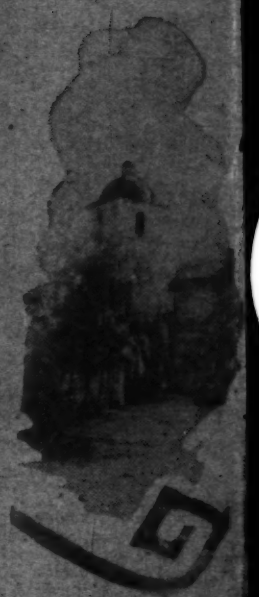
***El Centro*** Imperial Valley's seat of government, El Centro has made marked progress during 1926, as is evidenced by the fact that building permits for the first nine months of the year amounted to $474,950—more than in any other one year in the history of the city.

The improvements included both public and private buildings, the largest single investment being a $300,000 addition to the Barbara Worth Hotel.

And yet, in spite of the erection of large numbers of new homes and apartment houses, the construction program has not been able to keep pace with the increase in population. Dwelling houses were just as much in demand at the end of the year as at the beginning, and there is every indication that the building boom will be continued through 1927. It is estimated that nearly 1000 new residents were added to the 7800 population reported at the beginning of 1926.



# North



*A view in Santa Barbara's picturesque business district, a Street in Spain. Above is the Santa Barbara Mission.*

## SANT

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Contract for a new $1,250,00
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school building, and for chur
will cost $500,000 before comp
The first unit of the new San
Harbor is being constructed, $
ing been set aside for the bre
The School of the Arts is an
form of a university and it ha
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of St. Louis. Some twenty
prominent artists make their h
Before the end of 1927 San
hopes to have a thirty-foot Stat
running from Ventura.
North of Santa Barbara the
all wide and in good condition.

***Santa Maria*** The nex
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growing as an oil, vegetable an
farming community. It now ha
imately 6000 population and is
ing center of a large territory.

# North Through Ventura and Santa Barbara—



*A view in Santa Barbara's picturesque business district, a Street in Spain. Above is the Santa Barbara Mission.*

## SANTA BARBARA

SANTA BARBARA COUNTY is given over to almost every industry known in California, being rich in oil, cattle, walnuts, beans, citrus, lettuce, hay and grain, sugar beets and other lines of agriculture. The county has a population of 65,000, according to latest estimates. With its gentle foothills, barren brown crags, peaks of the coast range, green with pine and occasionally capped with snow in the winter, and its hundred miles of coast line, it affords an ideal place of residence.

***Santa Barbara*** Santa Barbara, located 100 miles north of Los Angeles, with a population of 35,000, is primarily a residence-tourist community and somewhat unique in that it has maintained much of the old Spanish atmosphere. A typical California architecture prevails in this city, both in residence and business property.

Its growth is reflected in its bank clearings that have shown a steady increase of from $5,000,000 to $10,000,000 every year. Reconstruction and municipal improvement are keeping pace with the bank clearings. In building a city after the lines laid down by the Spanish conquerors, Santa Barbara has attracted wide attention.

Inquiries from Japan, China, India and Africa on building plans have been received by officials and the pace set here is being widely followed.

Work on a new $1,000,000 County Courthouse is under way, having been started last September.

Contract for a new $1,250,000 Santa Barbara Biltmore Hotel of 200 rooms was awarded early in October, and the building on Channel Drive in Montecito rapidly is taking form.

Workmen are preparing the ground for a new $450,000 junior high school, a $150,000 administration building for the State Teachers' College, a $150,000 elementary school building, and for churches which will cost $500,000 before completed.

The first unit of the new Santa Barbara Harbor is being constructed, $400,000 having been set aside for the breakwater.

The School of the Arts is assuming the form of a university and it now has the only bronze casting plant for artists west of St. Louis. Some twenty nationally prominent artists make their homes here.

Before the end of 1927 Santa Barbara hopes to have a thirty-foot State highway running from Ventura.

North of Santa Barbara the paving is all wide and in good condition.

***Santa Maria*** The next largest city in Santa Barbara county is Santa Maria, which is growing as an oil, vegetable and general farming community. It now has approximately 6000 population and is the trading center of a large territory.

Approximately 3000 carloads of vegetables, mostly lettuce, are shipped from the immediate vicinity each year. The town has large and excellent schools, hotels and churches. It is in the northern part of Santa Barbara county.

***Lompoc*** Lompoc, the third city in size, population 4000, is located near the center of the county and is noted nationally as the home of the Celite Company, producers of diatomaceous earth products.

It is commonly known as the home of the navy bean and is the only locality on the North American continent where mustard is grown commercially. There are large flower-seed farms in the vicinity.

***Solvang*** The town of Solvang is a Danish settlement, having been founded in 1910. The residents depend upon a large farming territory for support, many of them being engaged in dairying.

Near by are the towns of Buellton, Santa Ynez and Los Olivos, being prosperous little communities given over to farming. Solvang has approximately 500 inhabitants; Santa Ynez, 300; Los Olivos, 200, and Buellton, 200.

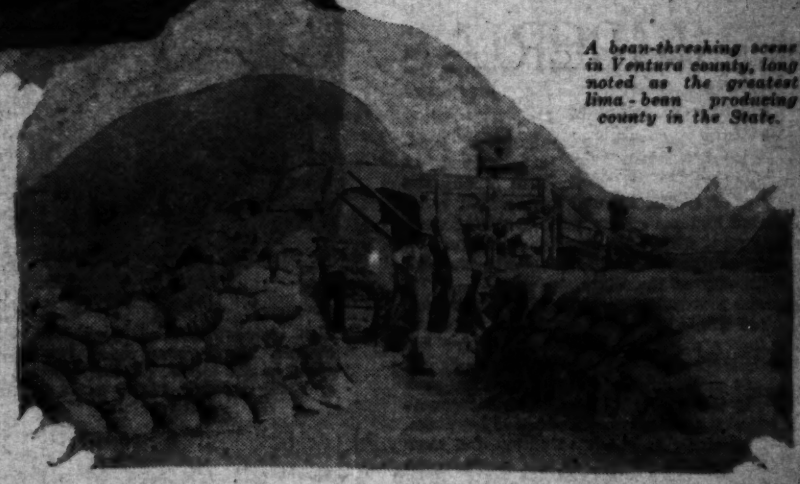
***Montecito*** Montecito is just south of Santa Barbara and is the "millionaire" colony of the county. It has approximately 5000 inhabitants and last year witnessed more than $1,000,000 worth of building. All the roads are paved and a $1,000,000 water system now is being completed.

***Carpinteria*** The town of Carpinteria, on the sea coast, is eight miles south of Santa Barbara and is the center of walnut and bean territory. Oil is being developed, small producing wells already having been brought in. It has a population of approximately 500. Summerland, between Santa Barbara and Carpinteria, is a small community, the only place in the world where oil is pumped from wells drilled in the sea.

***Goleta*** Goleta, six miles north of Santa Barbara, is a town of 400 people, being a walnut and bean center, producing big crops in 1926.

***Ventura*** This activity has reflected itself, naturally, in an immense quickening of the life of the ancient, once sleepy seaside village of Ventura. Building permits, which in 1925 soared to the unheard-of total of $1,340,058, early in October of this year had passed $2,000,000 and were marching steadily toward the $3,000,000 mark. The population, shown by the census of 1920 to be 4342, is 15,000, or close to it, with not a "For Rent" sign in town. Seven new hotels, one new bank, numerous apartments, a new high school building and many new businesses of all sorts have appeared during the year. The projected Maricopa-Ventura and new Foothills road to Santa Paula and an active beach development have contributed further to the new spirit of growth and progress.

***Oxnard*** A new activity in dairy development, an expectation of greatly increased automobile traffic upon the completion of the State highway from Santa Monica and the opening of numerous beach subdivisions tributary to this city have made the business outlook for the early future bright. While no oil has been found in the Oxnard district, several important companies are drilling within a radius of a few miles, and nearly all the lands about the city are under lease.



*A bean-threshing scene in Ventura county, long noted as the greatest lima-bean producing county in the State.*

## VENTURA COUNTY

NATURE set Ventura county apart. Cut off from easy access in the older days from Los Angeles by a mountain chain, its rich valleys were settled by families which stayed on the land and were content. They intermarried. The children, instead of seeking far-off opportunities, for the most part remained in the county. Outsiders were not especially encouraged to come and, in fact, did not come in numbers until recently. The average farmer's holdings were both large and fertile. The average buying power of the family was great. The living standard was high. The county's principal claim for distinction for many years has been its vast acreage of beans and other farm products.

Upon this idyllic community in just the last three or four years has been superimposed a new and rapid phase of California's typical present-day activity. In the Ventura-avenue district, stretching across the narrow valley of the Ventura River two miles from Ventura's business district and extending into the dry, barren hills on either side, the drillers found deep-lying strata of sands which now produce the largest oil wells in all California.

The Associated Oil Company, which holds more than 4000 acres in this district, 1000 acres of which already are proven territory, estimates the eventual value of these holdings at $200,000,000 or $250,000,000. It is bringing in wells with an initial production in excess of 6000 barrels a day from a depth of more than 9000 feet.

The Shell company, whose holdings rank second only to the Associated, has proved up much additional good territory to the west. The field's daily yield has increased during the year to more than 50,000 barrels, and the Shell company has under construction a 100-mile gasoline pipe line from the field to its Wilmington refinery.

Besides the two large concerns mentioned, the producing acreage is shared only by the General Petroleum Corporation and the Bolsa Chica. Doheny's company, the Petroleum Securities, is drilling energetically south of the proved field and hopes to extend its limits in that direction.

This small number of companies sharing in the rich find does away with competitive drilling to a great degree and insures the field's being handled in a scientific manner to bring forth the maximum yield and properly timed to suit market conditions.

***Santa Paula*** A continual increase in planting of citrus fruits, a big growth in vegetable crops and an expansion in the walnut industry, marked by the second annual walnut show in late October, have combined to insure a steady growth in Santa Paula. Several new business blocks and a third banks were added to the city this year. The walnut and products show started last year has become an important event.

***Other Districts*** In the Ojai there has been a heavy increase in home building. The Theosophist Society has plans for making Krotona one of its important world centers. Along the Rincon there is much construction of beach homes, many of them for Hollywood owners. Piru is enjoying a hearty oil boom based on the recent bringing in of good wells, and Fillmore and Moorpark have grown agriculturally.

# Into the Rich Raisin and Cotton Country—

## *Fresno County*

FRESNO COUNTY with its area of 5950 square miles is one of the richest agricultural counties in the United States.

While agriculture is the most widely developed industry in the county, mining, oil production, lumbering, hydroelectric development and associated activities also represent an enormous investment and annually produce many millions of dollars.

The county is bounded on the north by the San Joaquin River, on the south by Kings River, on the east by the Sierra Nevada Mountains, and on the west by the coast range.

With fresh grapes, raisins and tree fruits for years the principal products of the county from an agricultural viewpoint, in recent years cotton growing has been added to swell the total wealth materially with a production of approximately 100,000 bales of extra fine, long staple cotton, which never fails to command a substantial premium in the open markets.

It is in the mountains on the east side of Fresno county that the Southern California Edison Company and the San Joaquin Light and Power Company are spending many millions of dollars annually in completion of extensive hydroelectric development projects on the San Joaquin and Kings rivers, respectively.

***Fresno*** With manufactured products in 1925 valued at $87,482,097, Fresno ranks fifth among the cities of the State, and during that same period Federal government statistics show this city, with 6750 employees at work in its manufacturing establishments, was the sixth city of the State.

The industrial pay rolls of Fresno aggregated $10,961,190, and capital invested in industry amounted to $19,310,643 for 350 manufacturing establishments, exclusive of 134 more outside the metropolitan area but in the county. Manufactured products of the city are grouped under 295 headings.

The city's assessed valuation for taxation purposes is $45,062,930, an increase of more than $1,100,000 from natural growth over the preceding fiscal year, while the aggregate valuation of the county is $176,199,980.

Careful check of the population of the city showed that at the beginning of the fiscal year on July 1, 1926, there were 78,150 people residing inside the corporate limits of Fresno and 5210 more in contiguous territory, an increase in twelve months of 5722.

The school systems of Fresno city and county represent an aggregate investment of approximately $15,000,000 in buildings and equipment, to which approximately $2,000,000 soon is to be added in new buildings for the city school system through a bond issue voted by the taxpayers of the school district. More than 50,000 regular patrons are enrolled by the Fresno County Free Library.

The city has a commission form of government, with three administrative and two legislative commissioners serving jointly, and under which a basic tax rate for the current fiscal year of $1.93 was established.

***Selma*** Selma is the southernmost city of Fresno county, lying almost on the Tulare county line and in the heart of the peach-growing section of the San Joaquin Valley, which has brought to it the name of "the home of the peach."

Although production of canning and drying peaches is foremost in the industrial life of this community, it is also the center of a large grape-growing acreage, producing annually a heavy tonnage of grapes.

Some of the largest peach canneries and dried peach packing-houses of the State are located in or near Selma.

***Sanger*** Easternmost of the valley cities of Fresno county, Sanger has for many years been the distributing point for the lumber industry, and is the terminus of a sixty-mile-long flume through which lumber is floated to the mill from the mountains.

***Coalinga*** Like many other small cities of the oil and mining regions, Coalinga has outgrown its frontier surroundings and has advanced to the position of one of the important small cities of Central California.

Beautiful schools, churches and homes, paved streets, fine business buildings and all of the other appointments of a thriving community now mark the spot where when oil was struck there was only the barren wastes of the undeveloped valley.

***Cascada*** Officially Fresno county's highest and easternmost settlement is known as Cascada, but popularly it is known as Big Creek, because of its location in the High Sierras on Big Creek, a tributary of the San Joaquin River.

Cascada is the headquarters of the Southern California Edison Company's power and development project on the San Joaquin River and is the point from which the world's longest individually owned transmission line carries electricity for power and light to Los Angeles and Southern California. It has a population of 1000.



*The raisin packing plant in Fresno, the largest dried fruit plant in the world. (Below) part of Kern county's 35,000 acres of cotton.*

## THE GROWTH OF CITIES

*As Shown in Bank Clearings*

| City— | 1924. | 1925. | *1926. |
|---|---|---|---|
| Bakersfield | $ 49,909,556 | $ 59,438,321 | $ 74,370,452 |
| Fresno | 200,120,028 | 201,323,753 | 202,007,532 |
| Fullerton | 15,040,384 | 14,980,360 | 16,724,316 |
| Glendale | ..... | 77,440,772 | 99,922,188 |
| Hollywood | 312,140,000 | 321,472,000 | 376,000,000 |
| Long Beach | 359,336,440 | 352,132,722 | 366,874,700 |
| Los Angeles | 7,194,525,378 | 7,945,492,930 | 8,864,655,569 |
| Pasadena | 292,164,191 | 310,590,694 | 331,224,790 |
| Redlands | 68,428,057 | 71,902,000 | 76,126,000 |
| Riverside | 30,397,702 | 43,611,702 | 52,131,849 |
| San Bernardino | 94,632,965 | 97,158,002 | 108,362,786 |
| San Diego | 215,183,262 | 269,815,339 | 313,879,949 |
| Santa Barbara | 62,146,591 | 73,001,574 | 78,359,428 |
| Santa Monica | 107,869,322 | 105,364,052 | 120,697,604 |

*—1926 estimates are prorated from the totals for the first nine months.

## KERN COUNTY

THE chief crops of Kern county and their acreage this year are: Cotton, 35,000 acres, producing 5000 more bales than last year and valued at nearly $5,000,000; fruits, nuts and grapes, 28,228 acres; alfalfa, 30,000; hay, 19,915 acres; corn, 4400 acres. Oranges and grapes are the most important fruits raised in Kern. Nearly 102,100 trees are producing high-grade citrus fruits which are ready for market five to seven days earlier than elsewhere. New grape plantings in 1926 totaled 671 acres.

Dairying is an increasingly important industry in Kern county, with more than 10,000 head of cows stocking 800 dairies in the county and every effort being made to encourage the establishment of more dairy farms.

Kern county ranks second only to Los Angeles county in mineral production, value of which for the past year was $59,400,726. The most extensive and valuable of these minerals is petroleum, of which 57,305,000 barrels were produced in 1926. Other important mineral deposits are antimony, borax, copper, Fuller's earth, gold, gypsum, iron, lead, limestone, magnesite, marble, salt, soda, silver, sulphur and tungsten.

Rich in raw materials and with an abundance of fuel at hand, Kern county is becoming more and more a manufacturing center. Fifteen oil refineries in the county have an annual pay roll of nearly $1,000,000. Seven plants are engaged in the manufacture of brick, lime, cement and cement products from Kern county clays and other minerals. These two industries alone will show a production valued at nearly $15,000,000 for 1926. The third important manufacturing industry is the processing of foodstuffs. Twelve plants of this order have a combined pay roll of nearly $300,000 and will turn out products valued at nearly $1,500,000 this year.

***Bakersfield*** Industries are bringing growth to all the cities of Kern county. Bakersfield, the county seat, with nearly 35,000 inhabitants, has just experienced the greatest home-building year of its history. The total building program for 1926 in the capital city amounted to well over $2,000,000. The year saw the completion of the El Tejon Hotel and of the plant of the Bakersfield Californian, newspaper publishing company, as two great projects. Bakersfield is a shipping point for cotton and oil, as well as many fruits and vegetables.

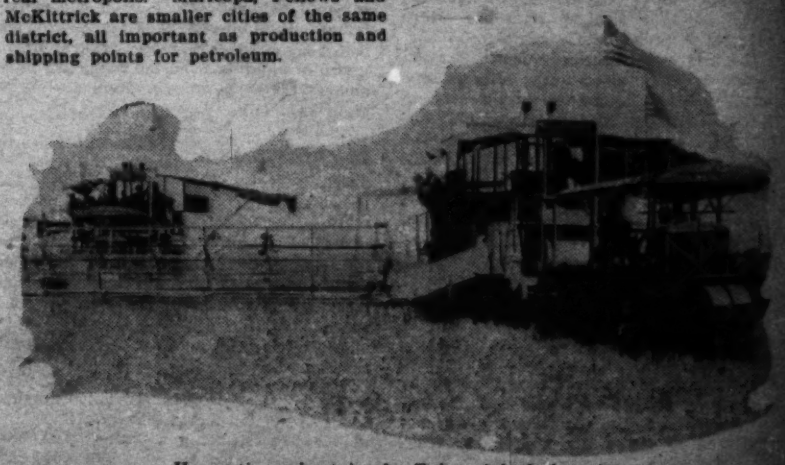
***Delano*** Around Delano, metropolis of the northern part of the county, lies one of the richest agricultural portions of Kern. Cotton, grapes, diversified farm crops and dairy products are shipped from this vast region of improved farm lands. Many homes and industrial buildings built in Delano during 1926 have materially modernized the city.

***Taft*** The production and refining of oil are the chief industries at Taft, largest city outside of Bakersfield and center of the great west side oil territory. Taft has a population of more than 5000 people, and the magnitude of the industry which created the city has rendered it a real metropolis. Maricopa, Fellows and McKittrick are smaller cities of the same district, all important as production and shipping points for petroleum.

***Other Districts*** McFarland, on the State highway south of Delano and twenty-five miles north of Bakersfield, is another diversified farming center which seems destined to become one of the important cities of the county. West of McFarland is another fruitful region, of which the centers are Wasco and Shafter. Dairying is making Wasco famous, as there are now about 3000 acres devoted to the industry, with 2500 cows supplying the raw materials. Many tons of butterfat are daily trucked over the Ridge Route to Los Angeles from Wasco. Cotton, grapes and, in particular, potatoes, are raised in large quantities around Shafter.

Twenty-five miles south of Bakersfield is another garden spot, where fruits, vegetables, grains and cotton are raised on thousands of well-cultivated acres. This is the Arvin-Weed Patch region.

Tehachapi and Kernville are mountain towns, drawing from 75,000 acres of agricultural land, about 7000 of which are irrigated and farmed intensively, apples and pears being an important crop. Sixty thousand acres of range land in this territory are reminiscent of the great cattle ranches of the past generation. Sportsmen flock to the vicinity of these two towns for good hunting and fishing.



*Harvesting wheat in the Tulare lake-bed region.*



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# To the High Sierras and the Giant Trees



## KINGS COUNTY

KINGS COUNTY had in 1926 what is generally known as a good year, with encouraging prospects ahead. The leading industries, all agricultural, brought generally good returns, prices and crops being generally good except in a few productions. Grape growers had the best year since the war. There were 15,000 acres of raisin grapes, Muscats and Thompson Seedless, in the county, all bearing a good crop. Raisin prices were good, ranging from 4¼ to 5½ cents per pound.

Growers made good money in 1926 on peaches and big money on apricots. There are 2200 acres set to apricots in the county, for which $75 per ton was received fresh and from 17 to 21 cents a pound dried, the crop bringing what is estimated to be the heaviest financial returns to that industry in the history of the county. The 500 acres of peach trees in the county produced a good crop, sold to canneries for from $35 to $40 for first quality product, and dried peaches brought from 10 to 14 cents per pound.

Dairying sustained its reputation as the old reliable industry for producing good, steady returns in cash every month to the dairymen who received from the creameries an average of $280,000 a month for the year. Butterfat prices were good throughout the year, with only slight variation from month to month, the top price being 50 cents a pound in September and the lowest 45 cents in July, as quoted in reports up to October 1. Kings county stands first in butter manufacturing of any agricultural county in California. Large quantities of sweet cream were shipped to Los Angeles.

Pure-bred hogs are the rule and its effect is shown in the excellent prices received by growers for fat hogs and feeders at weekly auction sales held in the county by the California Farm Bureau Marketing Association. Prices went up during the year to near war-time figures, $15.75 per hundred weight in July, and prices were uniformly good all through the year.

There was good range for cattle and sheep in the spring on the west side plains. The marketing association a year ago inaugurated a sale of butcher cattle and veal calves with the hog auctions and dairymen sold at good prices their surplus or culled stock. Large shipments of lambs were made to the eastern market and there was a good clip of spring wool, but wool prices were low for the season. Grain production was entirely from the Tulare Lake bed, where deep wells furnish water for irrigation, and there the crops were very good, but there was no production outside. Honey was a good average crop with good prices. Poultry and egg prices held good throughout the year, with a large increase in new flocks and enlargement of those already established.

The acreage planted to cotton in Kings county in 1926 was 11,000 acres, against 12,000 acres in 1925. The season was favorable last year, production excellent and the quality of the finest.

During the spring the first producing oil well was brought in in the Kettleman district, on the west side plains, and it is showing such good production that big oil companies are now prospecting the field and they may develop another important production for the county.

Taken as a whole, Kings county had a prosperous year in 1926 with prospects of a repeat in 1927. Its long season of harvest, starting in June with apricots and running through peaches, prunes and raisin grapes, winding up with cotton in the winter, brings in big gross returns to producers, especially if prices are good as they were generally last year. The business people of the cities and towns prospered as the result of the heavy labor pay rolls, while dairying and other industries running the year through increased the volume of returns and added to the general prosperity. In the fruit line, California's big farmers' co-operatives in raisins, apricots, peaches and prunes stabilize prices and help regulate production.

***Hanford*** Hanford, county seat of Kings county, had a prosperous year in 1926, resulting from abundant crops and good prices generally of the great diversity of products in the surrounding country. Compared with 1925, the bank deposits were much heavier, business in all lines better; population, postoffice receipts and school attendance increased. City building permits for the year ending October 1 totaled $196,780. Its three big butter-making plants produced an average of seven tons of butter a day for the year, one plant alone averaging four tons. Its three big packing plants, co-operative, handling dried apricots, peaches and prunes, and the fruit cannery did a heavy business. Hanford is just half-way between Los Angeles and San Francisco, on both the Santa Fe and Southern Pacific railroads.



*Corn for ensilage in Kings county's dairy districts.*



*The Kaweah Range, forming a part of Tulare county's beautiful mountain scenery. The Sequoia National Park is in Tulare county.*

***Corcoran*** Corcoran is the largest city in the southern portion of Kings county and the center of an extensive dairy, cotton and wheat section. Large daily shipments of fresh cream are made from this city to Los Angeles and a great deal of alfalfa hay and live stock are marketed. Its five cotton gins and two cottonseed mills had a very busy season in 1926 with a large crop of fine-grade cotton harvested. Most of the wheat from the Tulare Lake bed is shipped through or into this city to be stored in an elevator and in warehouses.

***Lemoore*** Lemoore felt the good effects in 1926 of continued good prices for dairy products and for apricots, peaches and grapes, the principal products of its surrounding country. There was also an abundance of wild feed on the west side plains and a heavy marketing of spring lambs shipped east. The city's two large butter-making plants and its casein factory did a heavy business, dispensing large sums of money monthly to dairymen for butterfat and to employees for labor. Installation of a new dried milk plant and striking oil in paying production near the city were principal events last year. The city is 225 miles from Los Angeles and has a rapidly growing population of 2500, with a modern business center. School accommodations are the best.

## Tulare County

TULARE COUNTY activity during 1926 concentrated on humbler products of the soil. Butter and egg men came into their own. With her fruits, nuts, poultry products, vegetables, dairy products, honey, and meat stuffs it was like a huge market basket. Cotton and wool provided for clothing, stucco and dash for construction, fertilizer for soil, granite for monumental purposes. Industrial divisions, packing-houses, theaters, business blocks, fraternal quarters, schools, subdivisions, homes, churches, additional paving and municipal projects were increased. Sequoia National Park was enlarged. Its attendance increase of 91.5 per cent for the year broke all records.

No special new planting marked the year, rather a return to general farming and construction of churches, improvements of schools, erection of new packhouses, increasing of cannery capacity, addition of more packing-houses, establishment of new industrial divisions and creation of subdivisions.

Citrus men had one of the best years in history; 1926 returns may surpass the $10,136,500 item of the county total of $32,113,473 in 1925. The peach crop was the best in many seasons, bringing $2,000,000. New records were set by the Lindsay ripe olive plant, the largest in the world, with an excess of 96,000 cases for the season and 1711 cases in a single day.

Returns from the dairy industry are expected to considerably exceed last year's figure of $4,500,000. Membership in the cow-testing association doubled and shipments of dairy products increased, the greater portion going to Los Angeles. Auction returns on cull cows and calves brought ready revenue from a hitherto source of expense. Hog herds were enlarged. A home demonstration agent was employed by the Farm Bureau. Membership in junior clubs increased, and a project is under way to secure a permanent camp site for the juniors in Whitaker Forest, en route to General Grant Park.

Beef cattle returns are expected to be near $2,000,000. New gins were erected at Tagus and Tipton, giving Tulare county seven gins. Considerable cotton also goes from this county to Corcoran.

Plans are under way for construction of a $200,000 unit of a new Tulare County Hospital in the city of Tulare. An outlay of $250,000 is to be expended on a joint Tulare County and Visalia City Library in Visalia two years hence, the project being approved by the Supervisors. The Southern California Edison Company spent over $3,000,000 in the county this year. All previous records in every department were broken at the Tulare County Fair. Poultry and dog shows in Dinuba and Visalia drew annual events of leading State associations for various poultry breeds in conjunction.

## THE GROWTH OF CITIES

*As Shown in Postal Receipts*

| City— | 1924. | 1925. | *1926. |
|---|---|---|---|
| Banning | $ 9,242 | $ 10,827 | $ 12,624 |
| Bell | 18,581 | 18,662 | 20,129 |
| Beverly Hills | 25,727 | 40,564 | 57,000 |
| Big Creek | 41,168 | 41,307 | ..... |
| Burbank | 37,000 | 42,292 | 46,000 |
| Calexico | ..... | 31,141 | 33,325 |
| Chino | 9,815 | 9,899 | 10,195 |
| El Monte | 12,746 | 14,062 | 16,939 |
| Fresno | 452,579 | $61,115 | 370,000 |
| Fullerton | 29,219 | 29,731 | 40,697 |
| Glendale | 241,362 | 217,740 | 250,000 |
| Hanford | 41,168 | 41,307 | ..... |
| Hawthorne | 8,328 | 10,887 | 12,275 |
| Hemet | 15,145 | 15,426 | 16,500 |
| Hollywood | ..... | 344,147 | 361,532 |
| Long Beach | ..... | 470,309 | 491,022 |
| Los Angeles | 7,596,992 | 8,070,702 | 8,474,873 |
| Ontario | 49,235 | 54,326 | 60,000 |
| Pasadena | 468,536 | 506,601 | 496,680 |
| Redlands | 61,784 | 62,006 | 68,000 |
| Redondo Beach | 27,755 | 24,374 | 23,719 |
| Riverside | 116,116 | 123,563 | 122,064 |
| San Bernardino | ..... | 120,765 | 122,065 |
| San Diego | 591,641 | 662,077 | 676,072 |
| San Gabriel | 10,709 | 18,062 | 25,001 |
| Santa Ana | 129,229 | 136,708 | ..... |
| Santa Barbara | 177,502 | 190,317 | 210,000 |
| Santa Monica | 124,592 | 139,774 | 260,534 |
| Santa Paula | 24,452 | 25,102 | 26,412 |
| Sierra Madre | 11,649 | 12,322 | 10,500 |
| South Pasadena | 37,479 | 40,777 | 42,513 |
| Torrance | 25,577 | 23,909 | 26,000 |
| Whittier | 64,710 | 65,458 | 74,197 |
| Wilmington | 40,694 | 42,707 | 51,000 |

*—1926 estimates are prorated from the totals for the first nine months.

# Eastward Across the Desert Lies Arizona

GREAT things have been accomplished in Arizona during 1926, with much remaining in stages of construction. Most important of all is the developing program of reclamation, annually spreading the area occupied by productive farms. Estimate has been made that the State now has 510,000 irrigated acres, that a gain of 40,000 acres has been made in the past year and that a jump to 700,000 acres may be expected within the next two years.

Tributary to Phoenix, within the Salt River Valley, now is cultivation of 324,000 acres. East of Mesa are being added 40,000 acres in the Roosevelt Water Conservation District, with new pumping areas being developed still farther to the eastward. North of Phoenix lies the Verde River project, with 80,000 now arid acres about to be added to the local project after settlement of differences with the local association.

To the northwest lie the 42,000 acres of the Beardsley-Agua Fria project, which has floated a bond issue of $3,325,000 and which is completing a storage dam on the Agua Fria River. Paralleling this are about 40,000 acres to be irrigated by a company that is building a storage dam on the Hassayampa River, far up in the mountains. West of Phoenix and west of the Agua Friar River lie about 30,000 additional acres, under the Roosevelt Irrigation District, which will take surplus pumped water from the Salt River project.

Along the Gila River, nearly all the way to Yuma, work is being done on projects that may mean the reclamation of even 200,000 acres, through storage and pumping of water. In the Gila Valley also, between Florence and Casa Grande and on the Pima Indian Reservation, long-deferred construction on the San Carlos project will add at least 100,000 acres to the wealth of the State, with incidental expenditure of $5,500,000 on the Coolidge storage dam and collateral works. About $100,000 has been spent on improvement of the Buckeye canal system. New plans are under way for construction of a dam across the San Pedro River, above Benson, with irrigation of about 25,000 acres. A large acreage of new land has been put under cultivation at Yuma.

Paralleling the irrigation development of the Salt River Valley has been the development of the local hydroelectric system. In the spring will be completed the Horse Mesa Dam across Salt River, seventeen miles below Roosevelt. This dam will be 280 feet in height and will cost $4,500,000. While it will give much additional water storage, primarily it will serve for the generation of electric current, mainly sold to the Inspiration Consolidated Copper Company for about $1,000,000 a year. Still farther downstream is the Mormon Flat Dam, to which at $440,000 cost has been added a power unit that has been very profitable during the year. No provision has been made for power production at San Carlos, to which a $100,000 electric line has been run from Hayden, to serve construction needs.

The State, under the last assessment, had gross valuation of $650,000,000, a $9,000,000 gain for the year. New hotels are under construction at Flagstaff, Prescott, Tucson and Yuma, while a large hotel has been added at Nogales. The Santa Fe has a $1,000,000 improvement program at Grand Canyon, while the Southern Pacific is planning a new inn at Roosevelt, on the Apache Trail. At Tucson are to be erected a large veterans' hospital and a national sanatorium. At McNary the Cady Lumber Corporation has made additions to its mill at a cost of $500,000. Phoenix has plotted thirty-four new subdivisions within the year and has had a city building record of about $3,000,000. Tucson and Yuma also have been active. Phoenix has found profit in absorption of the street-car system and has spent $350,000 on public utilities.

The largest single improvement of the year has been completion of the Phoenix main line of the Southern Pacific system, the last spike driven in June, with formal dedication in October and with service started in November. The gross cost, with inclusion of a new bridge at Yuma and double tracking east of Yuma, approximated $20,000,000. About $2,000,000 will be spent in rebuilding around the San Carlos Reservoir. The Santa Fe has spent $750,000 in betterments at Phoenix and large sums in its double-tracking program.



H. C. Tibbitts Photo.

*The two dams shown above, both forming sources of water and power in Arizona, are widely known as examples of remarkable engineering. At the right is Mormon Flat Dam, which is 161 feet in height from the floor of the stream-bed to its high-water mark and which has a capacity of 90,000 acre-feet of water. The upper photograph shows the Roosevelt Dam. This dam impounds 1,637,000 acre-feet of water and is 240 feet from stream-bed to high-water mark.*

# SAN LUIS OBISPO

SITUATED on the dividing line between Northern and Southern California, San Luis Obispo county has a population of 25,000, nearly a third of which, or 7500, live in the county seat, San Luis Obispo. Other centers of population are Paso Robles with 4000, Atascadero with 2500 and Arroyo Grande with 1000. Twenty-five towns of 100 to 500 inhabitants account for 5000 or 6000, and the rest live on farms in this land of the old Spanish ranchos.

In the southern part of the county subtropical vegetation thrives, but in the north seasonal variations in temperature caused by the high altitudes make citrus raising impossible.

Around Paso Robles is a rich cattle and grain country and a thriving almond industry with a well-organized co-operative exchange. Atascadero, the center of an important pear and apple district, has a canning factory and precooling plant. San Luis Obispo, besides being an important market town and center of a great dairy industry, has one of the largest crude-oil tank farms in the State. To the south Arroyo Grande is in the center of a fertile valley devoted to raising truck crops.

# INYO COUNTY

COVERING six and a third million acres, Inyo county has only 40,000 acres in improved farm land and 40,000 population. The reason for this relatively small population and agricultural development lies in the topography of the county, which is largely mountainous. Here in nearly 10,000 square miles is to be found the highest and the lowest elevation in the United States.

Here in the mountain snows is the tremendous reservoir of water and power that makes possible the rest of Southern California. Here in mountain scenery that is unsurpassed for grandeur and beauty, with lofty snow-capped peaks and mountain streams rushing through pine forests and numberless lakes, is the summer playground for the entire West.

Millions of baby trout have been planted in its streams during the last few years to replenish the supply taken out by hordes of fishermen every year. Big game is plentiful and protected by rigid laws.

The principal industries of the county are mining and live stock. The largest town is Bishop, the county seat is Independence, and the gateway is Lone Pine.

# 1926 VALUATIONS OF SOUTHERN CITIES

| | | | | | |
|---|---|---|---|---|---|
| Arcadia | $ 7,000,000 | Glendale | $7,885,185 | Redlands | 14,379,100 |
| Azusa | 3,100,354 | Hanford | 7,220,840 | Redondo Beach | 7,266,180 |
| Banning | 888,090 | Hawthorne | 2,963,050 | Riverside | 15,587,930 |
| Bell | 4,084,225 | Hemet | 1,046,550 | Rosemead | 4,000,000 |
| Beverly Hills | 39,000,000 | Holtville | 701,317 | San Bernardino | 71,782,802 |
| Brawley | 2,851,015 | Huntington Beach | 9,778,000 | San Diego | 137,655,134 |
| Burbank | 14,546,398 | Hynes | 3,426,045 | San Gabriel | 5,000,280 |
| Calexico | 6,468,988 | Imperial | 733,815 | Sanger | 1,848,620 |
| Calipatria | 833,770 | La Habra | 946,000 | Santa Ana | 19,333,395 |
| Carlsbad | 331,000 | Lankershim | 5,680,000 | Santa Barbara | 38,000,000 |
| Chino | 1,453,305 | Lomita | 4,071,495 | Santa Monica | 43,870,520 |
| Claremont | 2,547,389 | Long Beach | 182,095,173 | Santa Paula | 3,407,000 |
| Colton | 3,221,824 | Maywood | 3,018,235 | Sierra Madre | 3,284,565 |
| Compton | 7,893,391 | Monrovia | 9,836,116 | South Pasadena | 13,522,645 |
| Corcoran | 7,220,840 | National City | 8,240,394 | Sunland | 750,000 |
| Corona | 5,400,000 | Newport-Balboa | 12,788,285 | Torrance | 10,048,285 |
| Covina | 3,200,000 | Niland | 2,608,000 | Tujunga | 1,652,150 |
| Culver City | 5,241,777 | Ontario | 4,904,295 | Upland | 3,121,440 |
| El Monte | 2,091,790 | Orange | 7,596,010 | Ventura | 6,500,000 |
| El Segundo | 15,188,580 | Palos Verdes | 4,498,220 | Vernon | 39,489,776 |
| Fresno | 49,444,427 | Pasadena | 155,000,000 | West Hollywood | 35,000,000 |
| Fullerton | 12,608,501 | Pico | 800,000 | Whittier | 19,096,740 |
| Garden Grove | 2,485,000 | Placentia | 700,000 | Wilmington | 29,285,185 |

# THE GROWTH OF SOUTHERN CALIFORNIA CITIES AS SHOWN IN BUILDING PERMITS

| City— | 1924. | 1925. | *1926. |
|---|---|---|---|
| Alhambra | $ 4,398,490 | $ 3,294,422 | $ 2,355,202 |
| Anaheim | 1,026,548 | 487,940 | 454,632 |
| Arcadia | 548,860 | 623,129 | 803,200 |
| Avalon | 261,415 | 184,675 | ..... |
| Azusa | 511,932 | 307,553 | 236,292 |
| Bakersfield | 1,097,251 | 2,317,938 | 2,513,333 |
| Beverly Hills | 8,053,644 | 10,566,818 | 9,077,460 |
| Burbank | 2,168,836 | 1,789,610 | 2,990,752 |
| Calexico | 143,260 | 159,995 | 161,750 |
| Chino | 120,400 | 86,175 | 121,000 |
| Colton | 326,875 | 260,640 | 240,944 |
| Compton | 1,164,862 | 1,644,394 | 1,672,132 |
| Corona | 221,188 | 270,540 | 271,196 |
| Covina | 424,345 | 160,650 | 166,824 |
| Culver City | 1,211,702 | 1,014,941 | 1,203,372 |
| Downey | 200,000 | 320,000 | 180,000 |
| El Cajon | 46,480 | 46,853 | 48,820 |
| El Centro | 200,345 | 424,827 | 632,264 |
| El Monte | 292,815 | 259,320 | 236,128 |
| El Segundo | 149,815 | 141,704 | 147,621 |
| Fresno | 1,711,228 | 3,933,062 | 1,768,034 |
| Fullerton | 1,079,724 | 592,941 | 484,000 |
| Glendale | 10,169,761 | 10,224,820 | 3,904,934 |
| Glendora | 144,550 | 423,072 | 129,148 |
| Hanford | 413,750 | 270,000 | 222,750 |
| Hawthorne | 719,016 | 808,526 | 862,914 |
| Hemet | 85,500 | 94,500 | 107,000 |
| Hermosa Beach | 1,106,000 | 360,450 | 208,344 |
| Hollywood | 18,150,427 | 19,111,441 | 23,645,380 |
| Huntington Beach | 132,585 | 276,815 | 2,472,296 |
| Huntington Park | 2,184,441 | 1,263,410 | 1,432,562 |
| Inglewood | 1,867,176 | 2,298,454 | 2,512,240 |
| Long Beach | 20,601,267 | 19,646,765 | 7,896,300 |
| Los Angeles | 156,147,516 | 152,646,426 | 121,637,146 |
| Lynwood | 561,990 | 884,675 | 681,644 |
| Manhattan Beach | 260,505 | 436,857 | 214,665 |
| Maywood | 194,901 | 364,128 | 228,590 |
| Monrovia | 1,613,900 | 1,269,390 | 836,572 |
| Montebello | 395,658 | 354,001 | 346,600 |
| Monterey Park | 678,575 | 471,625 | 468,260 |
| Newport-Balboa | 447,239 | 449,060 | 642,790 |
| Ontario | 797,604 | 877,717 | 1,030,060 |
| Orange | 550,650 | 507,525 | 258,968 |
| Oxnard | 211,007 | 229,725 | 484,064 |
| Palos Verdes | 354,572 | 357,230 | 415,668 |
| Pasadena | 12,046,446 | 9,633,748 | 10,362,648 |
| Pomona | 1,548,098 | 1,216,000 | 945,172 |
| Eagle Rock | ..... | 2,857,954 | 2,166,002 |
| Redlands | 746,042 | 1,903,241 | |
| Redondo Beach | 1,171,045 | 473,920 | |
| Riverside | 2,044,629 | 2,261,221 | |
| Rosemead | 200,000 | 240,000 | |
| San Bernardino | 3,743,123 | 3,258,214 | |
| San Diego | 18,133,734 | 18,196,500 | |
| San Fernando | 530,501 | 631,647 | |
| San Gabriel | 621,143 | 642,512 | |
| Santa Ana | 2,089,446 | 2,226,216 | |
| Santa Barbara | 2,900,449 | 6,238,164 | |
| Santa Monica | 8,240,382 | 5,109,692 | |
| Santa Paula | 515,289 | 444,095 | |
| Sierra Madre | 402,542 | 426,539 | |
| South Gate | 1,136,844 | 844,796 | |
| South Pasadena | 2,247,511 | 1,492,529 | |
| San Marino | | 1,542,572 | |
| Torrance | 1,092,266 | 361,205 | |
| Tulare | | | |
| Upland | 186,510 | 242,402 | |
| Venice | 2,108,622 | 2,052,005 | |
| Ventura | 649,734 | 1,500,528 | |
| Vernon | 1,049,628 | 1,934,534 | |
| Whittier | 1,078,653 | 471,649 | |
| Wilmington | 2,578,594 | 2,239,527 | |

*—1926 estimates are prorated from the totals for the first nine months.

December 28, 1926.]
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# Advertisements—Business Announcements, Enterprises, Real Estate, Commerce

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature of and responsibility for which are shown in the notices themselves.]


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Attractive rates by day, week or month
MR. AND MRS. GEO. T. EDWARDS, HOSTS

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*Why Not Enjoy Your Home This Winter?*

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No basement required. Easily installed in new or old homes.

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*Honolulu's Four Leading Hotels Offer You the Hospitality of Hawaii*

***THE ROYAL HAWAIIAN HOTEL,*** opening in February, is situated on the world famous Waikiki Beach in a grove of stately Hawaiian coco palms, set off by tropic gardens of wondrously beautiful shrubs and flowers. Entire grounds contain more than fifteen acres, with tennis courts, clock golf course, bowling green and children's playground. Bathing unexcelled. Eighteen hole golf course operated in conjunction with the hotel at Waialae suburb, 12 minutes' drive from Waikiki. The Royal Hawaiian is the latest word in hotel elegance, comfort and service. Four hundred rooms—every one an outside room, with bath and shower.

***THE MOANA HOTEL,*** enjoying a world-wide reputation for home-like comfort and congeniality, recently remodeled and refitted, stands on the curving crescent of Waikiki directly opposite the Queen surf, whose cool combers invite you to the greatest of water sports—surf riding.

***THE SEASIDE HOTEL,*** also located at Waikiki, is operated on the cottage plan, with cool, airy bungalows and a well appointed central dining room set amid green lawns and graceful palms.

*For information write to* ***TERRITORIAL HOTEL COMPANY, Ltd.***
*A. Benaglia, General Manager, Honolulu.*

*or to the*
***MATSON NAVIGATION COMPANY*** *at the following offices:*

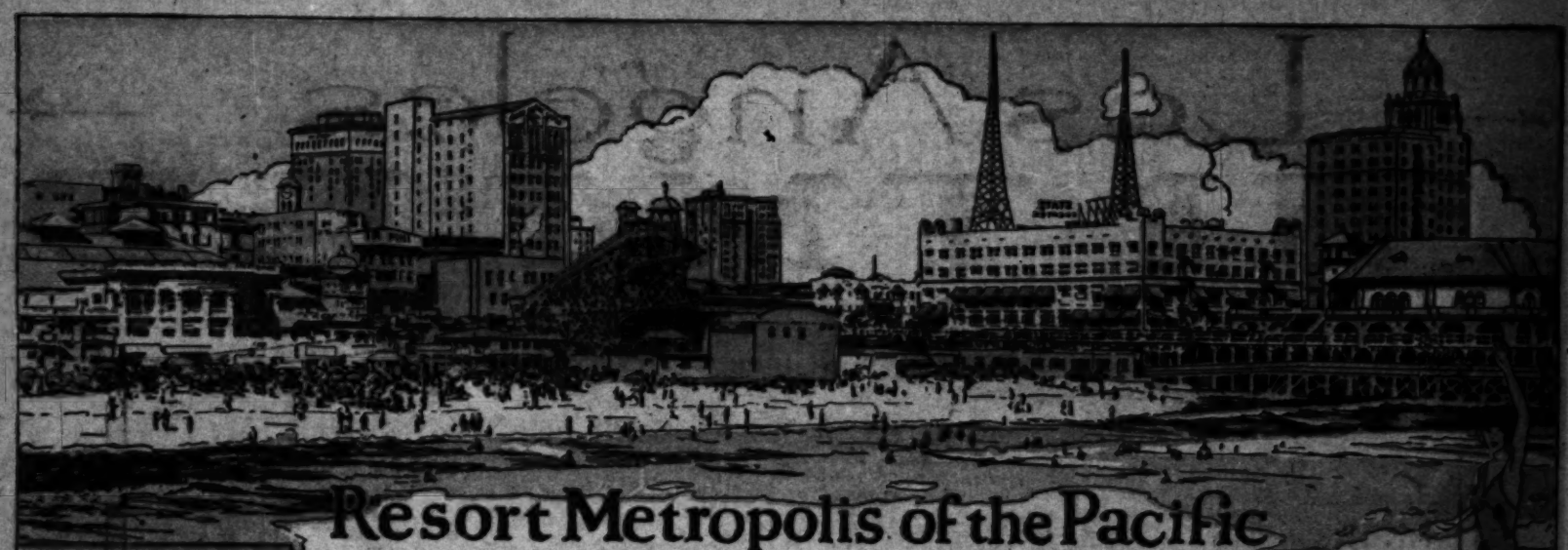
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***THE ALEXANDER YOUNG HOTEL***
located in the heart of Honolulu, offers unexcelled service to the guest who desires to stay in town. Directly adjacent to the shopping district and convenient by car line or automobile to all points of interest about the city, this hostelry is exceedingly popular with many visitors to the Islands.

*For information write to*
*Alexander Young Hotel*
*Nat S. Mullan, General Manager,*
*Honolulu*



December 28, 1926.]



# Resort Metropolis of the Pacific

**LONG BEACH**

Population 141,762
Second City in Southern California
22 miles south of Los Angeles
Across the channel from Catalina Island
7 miles of bathing beach
850 hotels and apartments
One municipal, two club golf courses
Free band concerts daily
One of the largest Amusement Zones on Pacific Coast
Assessed Valuation (1926) $183,005,173
Building Permits (1925) $19,046,700
Bank Clearings (1925) $303,123,123
Tax rate: City $1.45 County, $2.17
14 public parks

ALONG this seven-mile beach front can be found new diversions and recreations entirely unknown to the inland dweller.

All year bathing attracts thousands, winter and summer. The very slight difference in temperature between these two seasons (55° and 65°) makes this playground a much-sought rendezvous for the sportsman, tourist and homeseeker.

*Surf bathing, motor boating, sailing, aquaplaning, golf, motoring—every outdoor sport is enjoyed the year around. Free band concerts daily on the Amusement Zone, one of the largest on the Pacific, are an added attraction.*

This beautiful modern city of 141,762 people arises abruptly from the water's edge. Fine hotels, apartment buildings and handsome office structures overlook the Pacific Ocean. Suburban homes, cottages and quaint California bungalows are within easy reach of the surf. 45% of the people own homes. 850 hotels and apartments provide ample accommodations for 50,000 visitors, at very reasonable rates.

Although Long Beach has achieved an enviable reputation as the ideal vacation city, she has never neglected her other resources. 315 industries provide a monthly payroll of $1,765,000 with an invested capital of $76,000,000.

Long Beach Harbor, when completed, will be one of the most modern in the entire world. $5,800,000 is now being expended on moles and breakwater. With new industrial concerns locating in this choice area, the future payroll of Long Beach will assuredly increase with the ever-growing population.

*When you come for a vacation, plan to stay. There are opportunities aplenty.*



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"WHERE YOUR SHIP COMES IN"

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# PACIFIC ELECTRIC RAILWAY

*O·A·Smith, Passenger Traffic Manager, Los Angeles.*



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# Los Angeles BILTMORE



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700 ROOMS

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*$1.00 for each extra person*

*Good Garage Connections*

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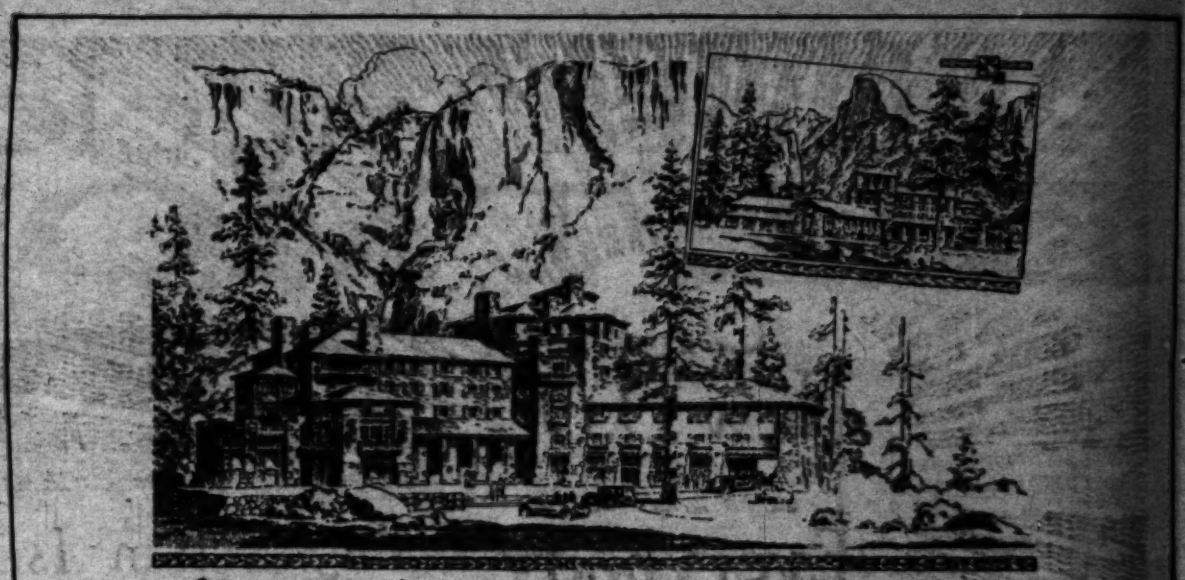
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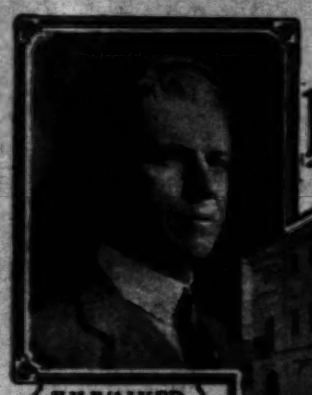
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In the great mining boom that followed the discovery of gold in Alaska, California Exchanges again played an important part, as they did later in the tremendous excitement that came with the discovery of gold and other precious metals at Tonopah and Goldfield, Nevada.

During recent months, important discoveries in the mining fields of Arizona, Nevada, California and Idaho have again brought enormous activity in mining shares to both the San Francisco and Los Angeles Stock Exchanges. In many instances, shares of prominent companies have advanced from a few cents to well into the dollars per share. Profits large and small have been made by thousands who have participated in these activities.

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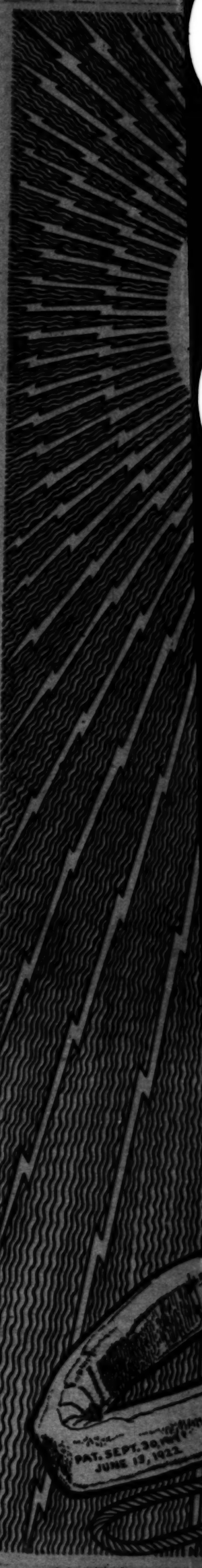
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Possession of health that demonstrates his power of achievement, that proves to the world his utilization of money, time and energy.

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Prosperity of health—the hall-mark of the man of today from the material standpoint. Prosperity that marks his place on the ladder of life.

### PEACE

Peace of health—the peace that enables him to concentrate upon the problems that daily confront him; that gives him the power of centralization—management—dominant force that spells for him Success.

MAGNETISM—RADIUM ENERGY.

If the physical well-being is undermined, if the physical body is depleted, if the nerve force is spent, then the individual requires the building of radium energy, the magnetization of the blood, that the oxygen breathed in may assist in building the new cells, in burning the carbon, that the arterial structures be dilated and that the broken down used body cells be excreted and new tissues builded.

THE PERFECTOCOIL will supply the required method of rehabilitation.

We back our statements with twenty-five years of laboratory and research work—and the result of those years of experience in our Electro-radium (magnetic) appliances. Let us demonstrate them. You are out nothing but your time.

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Nervousness, strain, tension. That is what three out of every five persons suffer from today. The gait is too fast; you make heavy overdrafts on your supply of energy—some day the demands will be too heavy and then you will have broken nerves—or ill health.

Relieve the nerve strain—the Perfectocoil will do the work.

Have you wondered what was the matter with life? Does your business lag? Do you blame the weather, general conditions or the other fellow?

The real blame is yourself. You are stale on the job.

What you need is that thing that will build you into one hundred per cent efficiency. Try the Perfectocoil, the patented electro-magnetic coil interlined with the pockets of radium ore.

When you have normal circulation, perfect elimination and balanced energy you have the bodily harmony or health. Frayed nerves, sluggish blood stream, badly assimilated food all provide the causes of disease.

The Perfectocoil will assist the circulation, aid in the elimination and help to restore the balanced energy.

Fifteen minutes of your time will convince you. Against your fifteen minutes we put our quarter of a century's experience and knowledge.

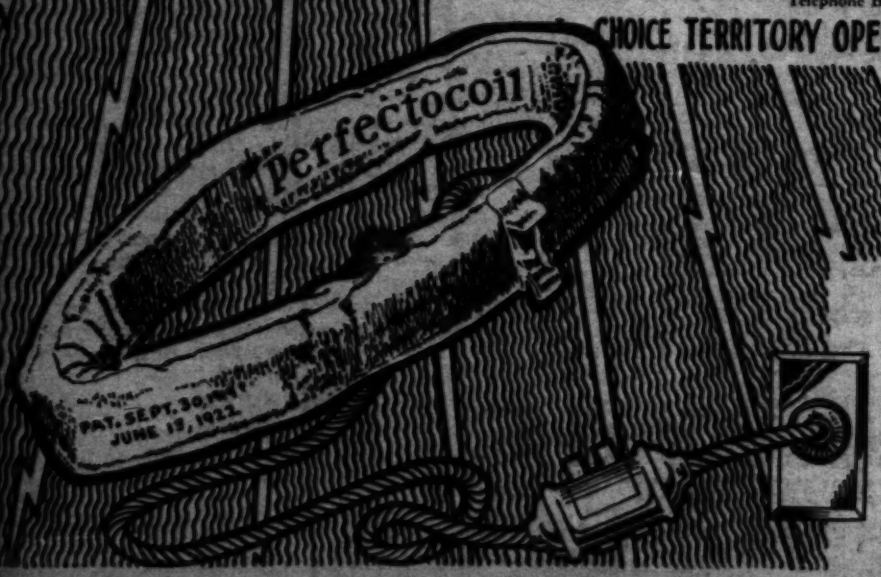
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City ..... State .....

December 28, 1926.]

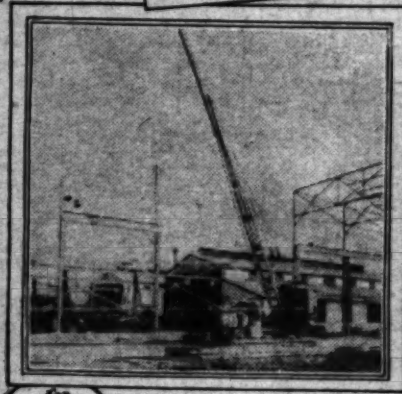

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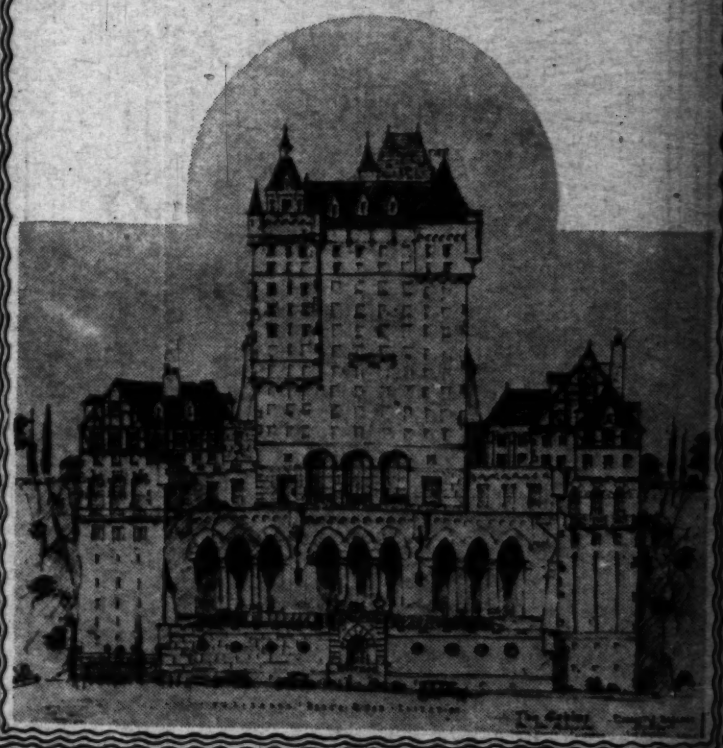
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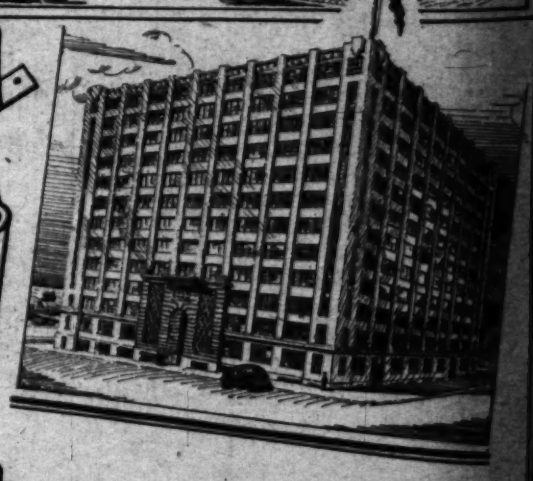
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GIANT strides in money saving methods—greater production —all 'round efficiency have been made in the oil industry during the past few years but none have been so great as the savings effected—on a dollars and cents basis—by

**"PETRECO"**
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"PETRECO" restores emulsified crude to its original gravity. It saves all the oil and insures full market price for the entire production. Operators who have had a "cut-oil" problem have put it up to the "Oil Doctors" and thereby solved it by getting a lot more money for their crude.

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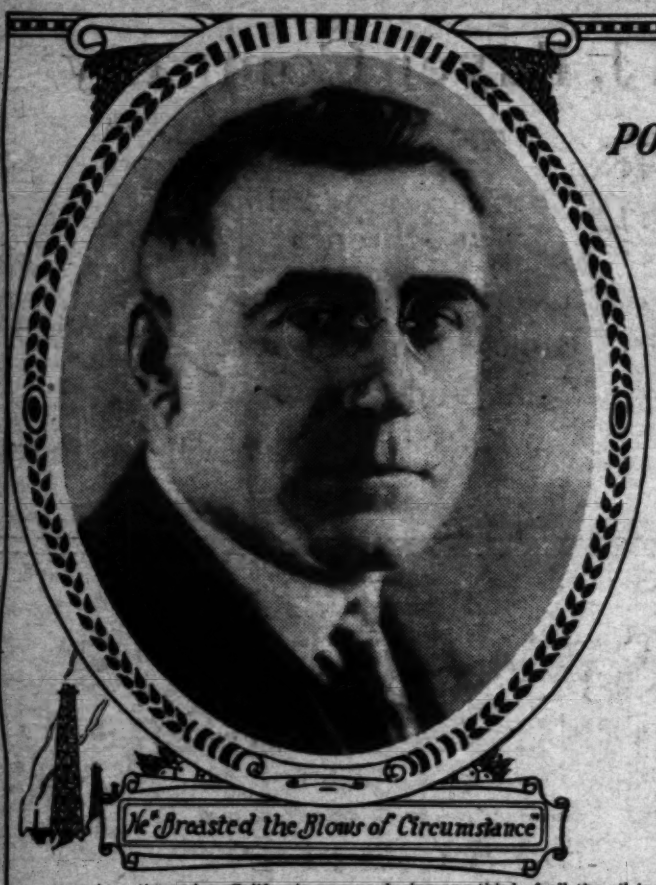






At a time when Cali
was one of the big factors
it was absorbed by the Un
sections of the West, Mr.
oil industry anywhere in t
half a thousand men, incl
Some three years ag
Drilling Company became
with him and tried to turn
firm and redoubled his effo
It was in October,
the Richfield-United Oil C
With a modest fortun
his enterprises. Capitalist
in the oil game than any
"Jack" McKeon is a
in his ways, easy of approa

SE
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"He Breasted the Blows of Circumstance"

# John McKeon

## POPULAR CALIFORNIA OIL OPERATOR AND PRODUCTION HEAD

## RICHFIELD-UNITED

By HENRY K. SILVERSMITH

JOHN McKEON, of Los Angeles, is a typical American. He was not born with a golden spoon in his mouth. Like the vast number of noble men whom the world will not forget and whose names are luminous because of deed and thought that have made for progress and the betterment of the world, he came into life among humble conditions and of humble parentage, and his childhood had the hard environment that, rightly improved, gives to such men when grown, the strength of ten because it fosters self-reliance and courage.

"Jack" McKeon was born in Rock County, Minnesota, in 1881. He was quite early thrown upon his own resources. He early learned to shift for himself. Few men can with more truth take to themselves the term "self-made" than Mr. McKeon, and none more worthily. Like Tennyson's ideal man his "life in low estate began and on a simple village green." Like him also he "broke his birth's invidious bar," he "breasted the blows of circumstance" and "grappled with his evil star." His school education was obtained in Minnesota. The wider education he obtained in the practical school of life.

It is an old saw: "The boy's the father of the man." With individuals as well as with nations and peoples, coming events often cast their shadows before. Webster pondering before a log fire in the old-fashioned fire-place of his New Hampshire home a copy of the Constitution printed on a cotton handkerchief he had bought at a country store, was a sure pointer to his after position as the "Great Expounder" when by the might of his eloquence he lifted that document into the white light of immortality. LeBrun, drawing with charcoal upon his cabin door; John Stuart Mill, at nine, mastering and discarding the old systems of political economy betokened their line in life. Your financiers are born. The schools do not make them. Colleges do not turn them out to order any more than they give to the world masters of poetry like Burns, nor great political economists like Henry George.

In 1909 "Jack" McKeon began work in the Kern County, California, oil fields and has been engaged in the oil business continuously since that time. He has been prominent in every enterprise that looked to the growth and prosperity of Southern California. In California's oil fields he has lent his splendid energies to the securing of vast improvements of the most lasting nature. Like the plume of Henry of Navarre that was said to be ever conspicuous where the battle raged hottest and always in the path of victory, the lithe and inspiring figure of John McKeon is always to be seen where something important is to be done for the oil industry. Another thing is worth mentioning, he has never failed on any proposition to which he has given his attention; victory has always crowned his efforts. Opposition only rouses him to more tireless energy.

At a time when California was producing one-third of all the oil in the United States, the W. D. Head Drilling Company, with Mr. McKeon as president and general manager, was one of the big factors in bringing in some of the very best producing wells in the Golden State. This company continued operations entirely in California fields until 1918, when it was absorbed by the Union Oil Company of Delaware. Confident in his own mind that petroleum was the industrial hope not alone of the entire Pacific Coast territory, but other sections of the West, Mr. McKeon began operations by creating the McKeon Drilling Company, which was recognized as one of the largest and best equipped of its character in the oil industry anywhere in the United States. With Mr. McKeon as the guiding spirit the company covered the California and Intermountain States oil fields, employing in excess of half a thousand men, including rig crews, truck drivers, superintendents, etc. He has the distinction of having drilled more than 300 oil wells.

Some three years ago Mr. McKeon became heavily interested in the Santa Fe Springs oil fields and as crash after crash occurred, when some 300 failures resulted, the McKeon Drilling Company became what "the knowing ones" declared too heavily involved to continue operations. Mr. McKeon's best friends, among them his personal attorney, expostulated with him and tried to turn him from his purpose of continuing operations. With an indebtedness of nearly one million dollars staring him in the face, he became all the more firm and redoubled his efforts. He won and paid out dollar for dollar, plus heavy interest.

It was in October, 1925 that the McKeon Oil Company was organized, and recently both the McKeon Drilling Company and the McKeon Oil Company were absorbed by the Richfield-United Oil Company, with "Jack" McKeon, vice-president, in charge of production for the Richfield-United Oil Company of California.

With a modest fortune of his own and always ready to invest it where there are promises of safe and reasonable returns in the oil industry, he is able to secure all needed help in his enterprises. Capitalists know him and trust him and will back up what he proposes. It can be truthfully said of "Jack" McKeon that he has more friends big and little in the oil game than any other Californian—and this statement goes as it lays.

"Jack" McKeon is a man of solid rather than brilliant attainments, with great force of character and sticking to what he undertakes with the grip of a bull-dog. He is gentle in his ways, easy of approach, true in his friendships and loyal in his affections. Thousands know his cheery smile and it is soulful. Such a man is "Jack" McKeon.


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# Prominent Angelenos




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The automobile effected a revolution in individual transportation and street space has become valuable because of scarcity.

The increasing congestion of city streets ranks first in importance among the causes of the astoundingly costly delay to urban traffic.

The ultimate solution is not in costly programs of street widenings. The more room there is provided, the more vehicles will there be clamoring for the privilege of using it. The solution lies rather in the more intensive use of the facilities we now have.

The proportion of street space occupied per passenger by a street car is one-eighth of that used to transport a passenger by private automobile.

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## NOTHING IS TOO MUCH TROUBLE



A DEPENDABLE Super Service Station where cars may be completely serviced in every particular by competent and willing mechanics is located at 816 South Western Avenue, Los Angeles, Cal., operated by Jesse Ketchum and Edward T. Whisler.

Included is Crank Case Service, Washing, Polishing and Greasing. Battery Service for Cars and Radios. Ignition Work of all kinds. Tires and tubes, accessories and supplies. Brakes are relined and adjusted, carbon removed and valves ground.

The latest and most efficient machinery for quick repair work is maintained.

Richfield Gas and the best of lubrication is handled.

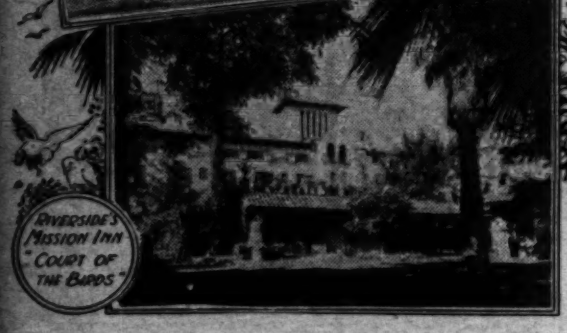
Drive in and give your car a treat.

# The Spirit of RIVERSIDE CALIFORNIA












MT RUBIDOUX WITH RIVERSIDE IN THE DISTANCE



RIVERSIDES ORANGE GROVES PRODUCE LARGE CROPS



RIVERSIDE IS A CITY OF HOMES

RIVERSIDE COUNTY has enjoyed equal prosperity with other sections of Southern California. Prosperity was reflected through the increased valuation of property. Farmers and particularly those in the vicinity of Riverside, the county seat, the Coachella and Palo Verde valleys have had a most profitable year. With agriculture demanding better than a quarter of a million acres in Riverside county the various crops yielded well in excess of $25,000,000, citrus fruit leading, of course. Cotton and hay crops made splendid gains over the previous year.

Highway development over the county was one of the important civic features all this year as during the preceding year. Much resurfacing and new work were accomplished.

Riverside county with a population in excess of 50,000, with Riverside the county seat, having a population of approximately 23,000 people, offers every desired delight to people who seek resorts for rest or amusement. The county has its entrancing San Jacinto Mountains, its large variety of hot springs, its Palm Canyon and thousands of acres of orange groves. Many points of interest have annual pageants where sentiment and business go hand-in-hand. Easter sunrise service on Mt. Rubidoux, overlooking Riverside the city, is famous all over the world. Thousands attend annually from all parts of the world to commemorate the resurrection of Christ. In Riverside the city is the famous Glenwood Mission Inn, which has perhaps entertained more notable world travelers than any other hostelry in America. The Glenwood Mission Inn is one of the uniquely picturesque and entirely different hotels of the world.

Riverside the city is a community priding itself on its homes, its schools, its opportunities and its ideals.

The Chamber of Commerce of any city or town in Riverside County will be pleased to send literature to all interested people. Just drop a card to the secretary and return mail will bring any desired information.


## Griffith Company
*CONTRACTORS*

In connection with our operations we receive Road District and Street Improvement bonds issued by County and City authorities of various communities in Southern California. We offer these bonds for sale on a basis of 100 and accrued interest. All bonds are sold subject to the opinion of Messrs. Gibson, Dunn & Crutcher as to the legality of proceedings leading to their issuance. The bonds bear interest at from 6% to 7% and are exempt from taxation, except inheritance tax. We shall be pleased to furnish further details upon request.

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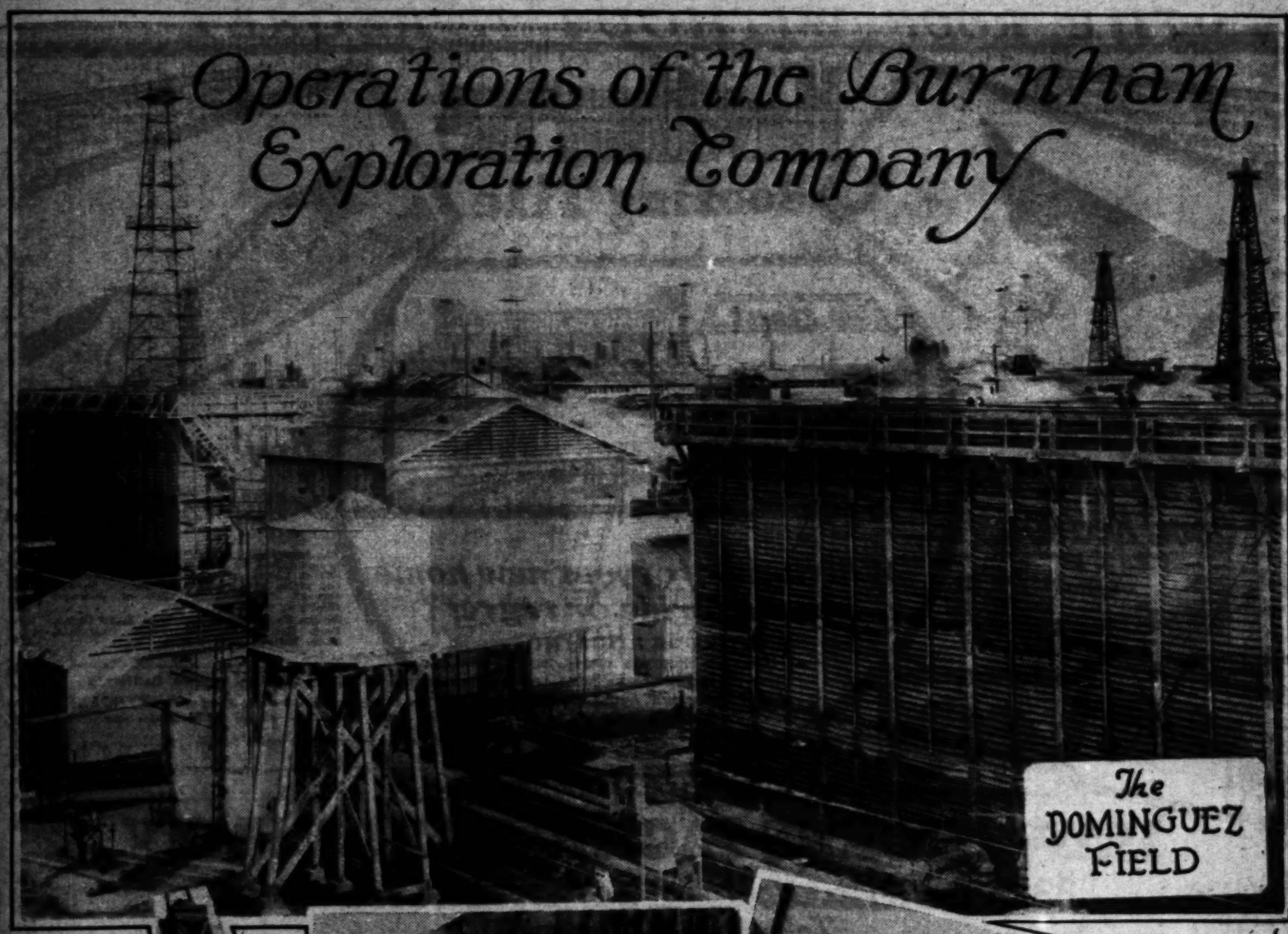
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The UNION OIL COMPANY'S UNION A-1 IN WYOMING'S NEW LAKE CREEK CAMP.

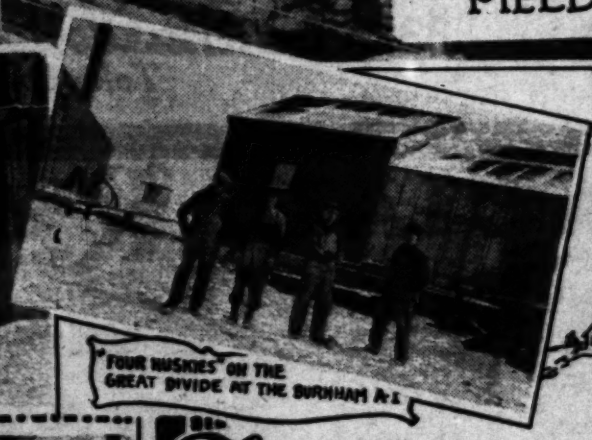
The "THREE MUSKETEERS"— HINKLEY AND KELLY AT THE N CREEK CAMP OF THE BURNHAM EXPLOR

# Operations of the Burnham Exploration Company



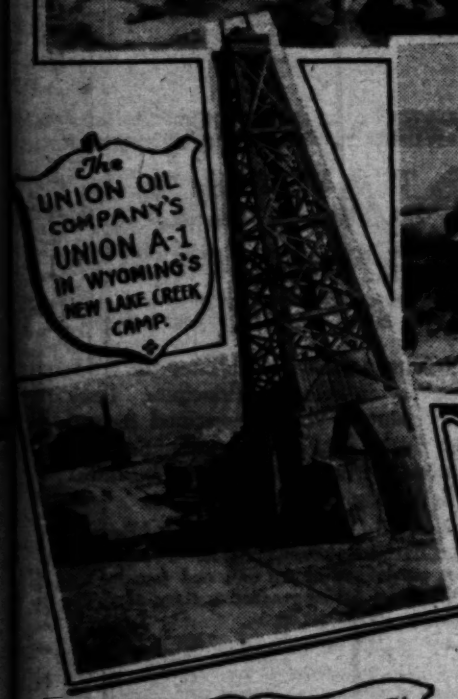
The DOMINGUEZ FIELD





"FOUR HUSKIES" ON THE GREAT DIVIDE AT THE BURNHAM A-1

The UNION OIL COMPANY'S UNION A-1 IN WYOMING'S NEW LAKE CREEK CAMP.

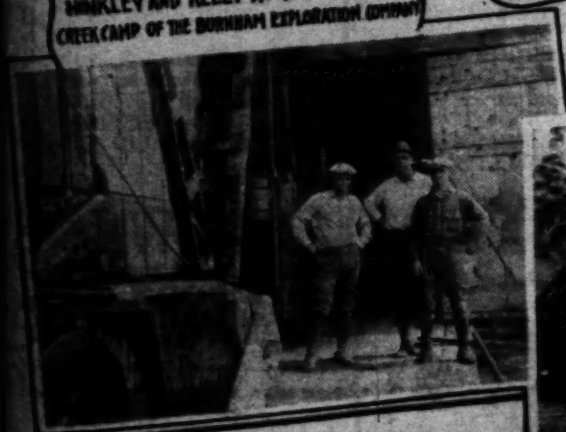


LOOKS AS THOUGH THIS MIGHT BE "BOOTCH" AT THE BURNHAM A-1 WELL, WITH "LITTLE KELLY" STANDING GUARD

CHAS. W. PIERCE HAVING A GEOLOGICAL ARGUMENT WITH AN "OLD TIMER" OF WYOMING.



The "THREE MUSKETEERS"—DOOLEY, WINKLEY AND KELLY AT THE NEW LAKE CREEK CAMP OF THE BURNHAM EXPLORATION COMPANY



THE HOLDINGS of the Burnham Exploration Company in Canada, Texas and Wyoming bid fair to supplement those of Dominguez field, which is one of the steady producers of California.

Illustrations show the new Lake Creek Camp of the Union Oil Company and The Burnham's A No. 1 wells, together with other groupings from the Wyoming fields.

Fascinating indeed is the story of the Dominguez Field. It is probably the best example of the economic development of any oil field in the State of California. The three principal holders, the Union, Shell and Burnham Exploration, by mutual spacing of wells, conservation of gas and many other improved methods of production, including the latest use of heavy compressors in forcing the gas into the structure, make this a field that holds the attention of all wide-awake oil men in the Los Angeles Basin.

The ownership of the Burnham Exploration Company has not changed. It is a closed corporation held by the following interests:

John Hays Hammond, Harry Payne Whitney, Ogden Mills, P. M. Longan and Major F. R. Burnham.

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The great advances made possible through improvement of local anaesthetics, together with the use of adrenalin in the control of bleeding, enables one to make almost unbelievable changes and corrections. Because of little danger, freedom from pain, absence of conspicuous dressings, and in most cases, no detention from business or life's activities, this kind of surgery, which I have helped pioneer, has become more and more popular.

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This entire territory is served by Wilshire Boulevard which is more directly connected with the financial district than any other high-class business, hotel, apartment and residential section in the city of Los Angeles. Wilshire Boulevard itself occupies a most strategic position, and is crossed at almost every block by beautiful avenues leading into it, including three of the most important thoroughfares in the city—Vermont, Western and La Brea Avenues.

More than 2,000,000 people pass the corner of Wilshire Boulevard and Vermont Avenue and over 2,636,000 people pass the corner of Wilshire and Western Avenue every month.

All Los Angeles is looking towards Wilshire Boulevard as the future outstanding business street of the city. Every economic factor—location, traffic, buying power of the district traversed, accessibility to financial center and the fact that it will be a business artery 110-feet in width—substantiates this statement.

Wilshire Boulevard is one of the most heavily traveled thoroughfares in Southern California, and is a main arterv from the heart of Los Angeles to the Sea. Its fame has already spread to the four corners of the world. It is to Los Angeles today what Fifth Avenue is to New York City.

For further information regarding the WILSHIRE DISTRICT write any of the Realtors mentioned on this page or address the secretary of the WILSHIRE DISTRICT CHAMBER OF COMMERCE.

LOS ALTOS APARTMENTS—WILSHIRE BOULEVARD AT DUNSON AVENUE

WILSHIRE BOULEVARD CONGREGATIONAL CHURCH WILSHIRE BOULEVARD AT PLYMOUTH AVENUE

## WILSHIRE DISTRICT CHAMBER of COMMERCE

**FRANKLIN PLUMB SECRETARY**

**635 SOUTH WESTERN AVENUE ~**

**TELEPHONE DUNKIRK 1717 ~ LOS ANGELES, CALIFORNIA.**





*Tom Carney, the man who numbers his friends by the thousands — the man who grew with metropolitan Los Angeles, steadily and substantially!*

# From *nothing* to $2,000,000.00 in Resources—

*Dramatic proof of the triumph of the SQUARE DEAL in the important field of automotive financing . . .*

In this maze of modern business, with its complications and contradictions, the one big virtue that is the foundation to every great success is the *desire and ability of some man to keep his word.*

The brilliant success of Tom Carney, president and owner of twelve affiliated companies in leading Pacific Coast cities, clearly demonstrates the truth of this statement. For Tom Carney built up from nothing to $2,000,000 in resources because he brought to the highly-competitive field of automotive financing a full measure of good old-fashioned honesty.

From the very start, when Tom Carney was a dealer in used cars, the recommendation so freely passed along by used car buyers was, "Tom Carney will give you a Square Deal!" Then came years of patient work, a striving to keep in the front row of business progress through the recognition and filling of the genuine demand for automotive refinancing.

And all through these months of substantial building came the momentum of increased business as more and more pleased patrons spread the news of Tom Carney's *personalized* service.

Now the slogan, "Carney for Auto Loans," is widely-known and immediately accepted on its face value in seven cities. . . . What was once a business of limited capital and a great faith in the inherent honesty of fellowmen is now a Pacific Coast financial institution with resources of $2,000,000; with seven offices in Los Angeles; with a monthly entry of $150,000 gross volume! Yet, with this unfolding of broader vistas, there comes an augmented faith in the inherent honesty of fellowmen.

Tom Carney is one who can truthfully, authoritatively say that *it is human nature to return fair treatment in kind!*